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Contract

Digital Marketing Campaign and SEO Services

New City College

F03: Contract award notice

Notice identifier: 2021/S 000-002989

Procurement identifier (OCID): ocds-h6vhtk-029314

Published 15 February 2021, 9:19am

Section I: Contracting authority

I.1) Name and addresses

New City College

Poplar High Street

Tower Hamlets

E14 0AF

Email

billy.ewart@ncclondon.ac.uk

Telephone

+44 2075107719

Country

United Kingdom

NUTS code

UKI - LONDON

Internet address(es)

Main address

<http://www.ncclondon.ac.uk>

Buyer's address

<http://www.ncclondon.ac.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Marketing Campaign and SEO Services

Reference number

CA7729 - 2020_24

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

New City College needs to assign a digital marketing agency for both SEO and PPC

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £130,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

New City College needs to assign a digital marketing agency for both SEO and PPC

II.2.5) Award criteria

Quality criterion - Name: Examples of significant prior experience in FE/HE of similar work to scale / Weighting: 30.00%

Quality criterion - Name: Demonstrate a clear understanding of the college requirement / Weighting: 10.00%

Quality criterion - Name: Provide confidence delivering the project, identifying a comprehensive timeline / Weighting: 10.00%

Price - Weighting: 50.00%

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 188-455086](#)

Section V. Award of contract

Contract No

CA7729

Title

Digital Marketing Campaign and SEO Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 February 2021

V.2.2) Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Delete Agency

3370 Century Way, Thorpe Park, Thorpe Park

Leeds

LS15 8ZB

Email

hello@deleteagency.com

Telephone

+44 7837178094

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

Internet address

www.deleteagency.com

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £130,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

NCC

112 Poplar

London

E14 0AF

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

NCC

112 Poplar

London

E14 0AF

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

NCC

112 Poplar

London

E14 0AF

Country

United Kingdom