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Contract

## **Advertising Agent (non-digital)**

New City College

F03: Contract award notice

Notice identifier: 2021/S 000-004286

Procurement identifier (OCID): ocids-h6vhtk-02981d

Published 3 March 2021, 6:07pm

### **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](mailto: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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Advertising Agent (non-digital)

Reference number

CA7771 - 2020\_27

#### **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**

We need to tender for one advertising agency to cover all non-digital advertising under one house

#### **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: £100,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79341000 - Advertising 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**

We need to tender for one advertising agency to cover all non-digital advertising under one house

#### **II.2.5) Award criteria**

Quality criterion - Name: Qualitative / Weighting: 60.00%

Price - Weighting: 40.00%

#### **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

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## **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 195-473214](#)

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## **Section V. Award of contract**

### **Contract No**

CA7771

### **Title**

Advertising Agent (non-digital)

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

3 March 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**

SMRS Limited

Express Networks 2, 3 George Leigh Street

Manchester

M4 5DL

Email

[info@smrs.co.uk](mailto:info@smrs.co.uk)

Telephone

+44 1612001444

Fax

+44 1612001455

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

Internet address

[www.smrs.co.uk](http://www.smrs.co.uk)

The contractor is an SME

No

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

Total value of the contract/lot: £100,000

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## **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