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Contract

Gateshead College – Provision of Media Buying Services

Gateshead College

F03: Contract award notice

Notice identifier: 2022/S 000-024726

Procurement identifier (OCID): ocds-h6vhtk-034461

Published 2 September 2022, 5:25pm

Section I: Contracting authority

I.1) Name and addresses

Gateshead College

Quarryfield Road, Baltic Business Quarter

Gateshead

NE8 3BE

Email

jack.buckley@tenetservices.com

Telephone

+44 7435680091

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

<http://www.gateshead.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

Gateshead College – Provision of Media Buying Services

Reference number

CA10581 -

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Gateshead College is seeking to appoint a media-buying agency to manage the buying of advertising and media across a range of markets relevant to the college's products and

services.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £36,847

II.2) Description

II.2.1) Title

Lot 1 - Radio Advertising Buying Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 92211000 - Radio production services

II.2.3) Place of performance

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

Main site or place of performance

Gateshead

II.2.4) Description of the procurement

Gateshead College is seeking to appoint a media-buying agency to manage the buying of advertising and media across a range of markets relevant to the college's products and services.

II.2.5) Award criteria

Quality criterion - Name: Service Delivery / Weighting: 60.00%

Quality criterion - Name: Customer Care / Weighting: 20.00%

Price - Weighting: 20.00%

II.2.11) Information about options

Options: Yes

Description of options

60 month(s) from the commencement date, with 36 initial month(s) and option to extend 1x24 month(s)

II.2.13) Information about European Union Funds

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

II.2) Description

II.2.1) Title

Lot 2 - Digital Media Buying Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

Main site or place of performance

Gateshead

II.2.4) Description of the procurement

Gateshead College is seeking to appoint a media-buying agency to manage the buying of advertising and media across a range of markets relevant to the college's products and services.

II.2.5) Award criteria

Quality criterion - Name: Service Delivery / Weighting: 60.00%

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Options: Yes

Description of options

60 month(s) from the commencement date, with 36 initial month(s) and option to extend 1x24 month(s)

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: [2022/S 000-015804](#)

Section V. Award of contract

Contract No

CA10581

Lot No

1

Title

Lot 1 - Radio Advertising Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 September 2022

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

THE RADIO PLACE LIMITED

2 The Woodlands,

Darlington

DL3 9UB

Email

sue.quinn@theradioplace.co.uk

Telephone

+44 7831442864

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

www.theradioplace.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: £14,037

Section V. Award of contract

Contract No

CA10581

Lot No

2

Title

Lot 2 - Digital Media Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 September 2022

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

The Works Design And Print Limited

2 Scorers, Bowes Business Park, Lambton Park

Chester-le-Street

DH3 4AN

Email

ians@wearetheworks.com

Telephone

+44 1913851769

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

www.wearetheworks.com

The contractor is an SME

No

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

Total value of the contract/lot: £22,810

Section VI. Complementary information

VI.3) Additional information

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with www.multiquote.com and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

VI.4) Procedures for review

VI.4.1) Review body

Tenet Education Services

Procurement House, 23 Leslie Hough Way

Salford

M6 4AJ

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Tenet Education Services

Procurement House, 23 Leslie Hough Way

Salford

M6 4AJ

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).

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

Tenet Education Services

Procurement House, 23 Leslie Hough Way

Salford

M6 4AJ

Country

United Kingdom