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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](mailto: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

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**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%

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

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

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## **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](mailto:sue.quinn@theradioplace.co.uk)

Telephone

+44 7831442864

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.theradioplace.co.uk](http://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

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## **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](mailto:ians@wearetheworks.com)

Telephone



+44 1913851769

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.wearetheworks.com](http://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

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## **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](http://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