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Contract

Media Buying Services for NCG

NCG Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-027288

Procurement identifier (OCID): ocids-h6vhtk-045939

Published 27 August 2024, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

NCG Corporation

Rye Hill House, Scotswood Road

Newcastle upon Tyne

NE4 7SA

Contact

Jon Borley

Email

procurement@ncgrp.co.uk

Telephone

+44 1912004800

Country

United Kingdom

Region code

UKC - North East (England)

Internet address(es)

Main address

<https://neupc.delta-esourcing.com>

Buyer's address

<https://www.ncgrp.co.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

Media Buying Services for NCG

Reference number

NCG230505T

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Media Buying Services

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: £1,300,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Media Buying Services Providers for NCG

II.2.5) Award criteria

Quality criterion - Name: Experience / Weighting: 11

Quality criterion - Name: London Media / Weighting: 11

Quality criterion - Name: Account Management / Weighting: 9

Quality criterion - Name: Research and Reporting / Weighting: 9

Quality criterion - Name: Social Value / Weighting: 5

Quality criterion - Name: Environmental/Sustainability / Weighting: 5

Cost criterion - Name: Newcastle College Campaign / Weighting: 18

Cost criterion - Name: Lewisham College and Southwark College Campaign / Weighting: 18

Cost criterion - Name: West Lancashire College Campaign / Weighting: 14

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

II.2.14) Additional information

To respond to this opportunity please click here: <https://neupc.delta-sourcing.com/respond/75BUANK9V7>

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-015181](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 July 2024

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Steve Davidson Advertising

Elvaston Road, Ryton

Tyne and Wear

NE40 3NT

Email

addresssteve@sdadvertising.co.uk

Telephone

+44 1914131981

Country

United Kingdom

NUTS code

- UKC - North East (England)

National registration number

06546608

Internet address

www.sdadvertising.co.uk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

BBJ&K Ltd

22 Mary Street, Birmingham

Birmingham

B3 1UD

Email

emma.hynes@bbjandk.com

Telephone

+44 12147520999

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

National registration number

N/A

Internet address

www.bbjandk.com

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,300,000

Total value of the contract/lot: £1,300,000

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://neupc.delta-esourcing.com/delta/viewNotice.html?noticeId=885232592>

GO Reference: GO-2024827-PRO-27505915

VI.4) Procedures for review

VI.4.1) Review body

NCG Corporation

Rye Hill House, Scotswood Road

Newcastle upon Tyne

NE4 7SA

Email

procurement@ncgrp.co.uk

Telephone

+44 1912004800

Country

United Kingdom

Internet address

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