This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/027288-2024">https://www.find-tender.service.gov.uk/Notice/027288-2024</a>

#### Contract

# **Media Buying Services for NCG**

**NCG** Corporation

F03: Contract award notice

Notice identifier: 2024/S 000-027288

Procurement identifier (OCID): ocds-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: <a href="https://neupc.delta-esourcing.com/respond/75BUANK9V7">https://neupc.delta-esourcing.com/respond/75BUANK9V7</a>

## 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: <u>2024/S 000-015181</u>

## 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

#### 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

NE47SA

Email

procurement@ncgrp.co.uk

Telephone

+44 1912004800

Country

**United Kingdom** 

Internet address

https://www.ncgrp.co.uk