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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): 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](mailto: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

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## **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>

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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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

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

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## **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](mailto: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](http://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](mailto: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](http://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

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## 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](mailto:procurement@ncgrp.co.uk)

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