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Tender

## **NEX22/54 Media Buying Services**

Nexus

F05: Contract notice – utilities

Notice identifier: 2022/S 000-027845

Procurement identifier (OCID): ocds-h6vhtk-0372d3

Published 4 October 2022, 2:09pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Nexus

33 St James' Blvd

Newcastle upon Tyne

NE14AX

#### **Contact**

Julie Warnett

#### **Email**

[tenders@nexus.org.uk](mailto:tenders@nexus.org.uk)

#### **Telephone**

+44 7879667318

#### **Country**

United Kingdom

**Region code**

UKC22 - Tyneside

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.nexus.org.uk](http://www.nexus.org.uk)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.nepo.org.uk](http://www.nepo.org.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

NEX22/54 Media Buying Services

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Nexus wish to appoint a supplier for the provision of Media Buying Services for the Tyne and Wear Metro and The Shields Ferry. The supplier should be able to provide Media Buying Services for Nexus that delivers against key marketing objectives.

The media that is procured should have a positive impact on the brand in question. Media requirements will be briefed according to campaign. Subject to the needs of the campaign, requirements can range from providing a one-off advert in a specific publication to recommending, booking and evaluating large scale campaigns which include traditional media - not limited to OOH, TV, Radio, digital and social media as well as new/ innovative media recommendations.

It is anticipated that the contract will be for an initial period of 24 months with an option to extend for up to a further 24 months at Nexus discretion.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

#### **II.2.4) Description of the procurement**

Nexus wish to appoint a supplier to work with Tyne and Wear Metro to achieve best value in media buying and advise on appropriate media channels.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

1 April 2023

End date

1 April 2025

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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.2.2) Time limit for receipt of tenders or requests to participate**

Date

16 January 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Nexus

Newcastle Upon Tyne

Newcastle

NE1 4EX

Country

United Kingdom