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Contract

## **Media buying and strategic support**

Clarion Housing Group Limited

F03: Contract award notice

Notice identifier: 2023/S 000-037482

Procurement identifier (OCID): ocds-h6vhtk-02d75b

Published 20 December 2023, 2:06pm

### **Section I: Contracting authority**

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

Clarion Housing Group Limited

Level 6, 6 More London Place,, Tooley Street

London

SE1 2DA

#### **Contact**

Aivars Kalvans

#### **Email**

[Aivars.Kalvans@clarionhg.com](mailto:Aivars.Kalvans@clarionhg.com)

#### **Telephone**

+44 2083138195

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

[www.clarionhg.com](http://www.clarionhg.com)

**I.4) Type of the contracting authority**

Other type

Housing Association

**I.5) Main activity**

Housing and community amenities

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## **Section II: Object**

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

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

Media buying and strategic support

Reference number

30148

#### **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 and strategic support

#### **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: £325,200

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

#### **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**

Contract cost will be dependent on the volumes and complexity of behaviour change campaigns within Clarion Housing Group. Estimated spending: £360,000 media buying, plus £30,240 fees, total £390,240

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

Quality criterion - Name: Quality – Case Studies / Weighting: 15

Quality criterion - Name: Quality – Core Specification / Weighting: 25

Quality criterion - Name: Quality – Value for Money / Weighting: 20

Quality criterion - Name: Quality – Quality Assurance / Weighting: 10

Cost criterion - Name: Price / Weighting: 30

#### **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

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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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-020460](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Media buying and strategic support

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

31 August 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Media Performance a trading style of Georgeco Marketing Services

Empire House, Lewisham Rd

Huddersfield

HD7 5AL

Email

[george@mediaperformance.co.uk](mailto:george@mediaperformance.co.uk)

Telephone

+44 7799132496

Country

United Kingdom

NUTS code

- UKD - North West (England)

National registration number

OC374799

Internet address

<https://www.mediaperformance.co.uk/contact/>

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: £325,200

Total value of the contract/lot: £325,200

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## **Section V. Award of contract**

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=829953177>

GO Reference: GO-20231220-PRO-24824421

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

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

AFFINITY SUTTON

6 More London Place

London

SE1 2DA

Telephone

+44 1413327453

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

AFFINITY SUTTON

6 More London Place

London

SE1 2DA

Telephone

+44 1413327453

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

AFFINITY SUTTON

6 More London Place

London

SE1 2DA

Telephone

+44 1413327453

Country

United Kingdom