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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

Telephone

+44 2083138195

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

www.clarionhg.com

I.4) Type of the contracting authority

Other type

Housing Association

I.5) Main activity

Housing and community amenities

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

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](#)

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

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

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

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