This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/037482-2023">https://www.find-tender.service.gov.uk/Notice/037482-2023</a>

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

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**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