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Award

Marketing and Outreach Services

NCG HE CENTRE LIMITED

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067911

Procurement identifier (OCID): ocds-h6vhtk-05d2b6 ([view related notices](#))

Published 23 October 2025, 3:47pm

Scope

Reference

NCG251002DA

Description

Marketing, digital marketing, and outreach activity designed to promote access and informed choice for prospective students, alongside initiatives to strengthen branding and brand awareness for the NCG HE Centre at the London Campus. This will include open day coordination, applicant advice and support, and associated administrative services.

Contract 1. Marketing and Outreach Services

Supplier

- Planet Education Networks Limited

Contract value

- £2,780,818 including VAT

Above the relevant threshold

Earliest date the contract will be signed

5 November 2025

Contract dates (estimated)

- 5 November 2025 to 31 July 2026
- Possible extension to 31 January 2027
- 1 year, 2 months, 26 days

Description of possible extension:

Can be extended up to the 31st January 2027 to enable detailed due diligence to be undertaken and a robust specification produced for the entire services to be supplied as part of the new procurement, the intention of the extension/s is to enable a rigorous procurement process to conclude.

Main procurement category

Services

CPV classifications

- 75100000 - Administration services
- 79340000 - Advertising and marketing services
- 80300000 - Higher education services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Extreme and unavoidable urgency

Due to consultation taking place within the HE sector regarding the future of subcontracting/franchising of HE programmes by higher education institutions and those who hold taught degree awarding powers, NCG has been exploring alternative delivery models which has resulted in the creation of NCG HE Centre Ltd. To enable NCG HE Centre to deliver the HE programmes previously delivered in partnership with other parties, NCG HE Centre must now procure compliantly the services such as marketing and outreach services to support the growth of the new business model. This intended contract award is to enable NCG HE Centre to undertake further due diligence to better understand the services provided specifically for the London campus initially but with the option to explore other campuses in the future and draft a robust specification for delivery of the said services for an initial period of two years with the option to extend for further periods. It is envisaged the new contract would commence no earlier than 1st August 2026.

Supplier

Planet Education Networks Limited

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London

E14 9FJ

United Kingdom

Email: ashlea.b@pengroup.com

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Marketing and Outreach Services

Contracting authority

NCG HE CENTRE LIMITED

- Companies House: 16761608
- Public Procurement Organisation Number: PQCL-1388-BNTZ

Rye Hill House

Newcastle-Upon-Tyne

NE4 7SA

United Kingdom

Email: procurement@ncgrp.co.uk

Region: UKC22 - Tyneside

Organisation type: Public authority - sub-central government