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Award

Marketing and Outreach Services

NCG HE CENTRE LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067920

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

Published 23 October 2025, 4:00pm

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

Award decision date

23 October 2025

Standstill period

- End: 4 November 2025
- 9 working days

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)

Procedure

Procedure type

Direct award

Supplier

Planet Education Networks Limited

- Companies House: 14282467

Ground Floor Unit H1, Moorfoot House, Meridian Gate, 221 Marsh Wall,

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

Supported employment provider: No

Public service mutual: 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