

**United Kingdom-Newcastle upon Tyne: Advertising and marketing services**  
**OJ S 62/2020 27/03/2020**  
**Contract award notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Tyne and Wear PTE (t/a Nexus)  
Postal address: 33, St James' Boulevard  
Town: Newcastle upon Tyne  
NUTS code: UKC2 Northumberland and Tyne and Wear  
Postal code: NE1 4AX  
Country: United Kingdom  
Contact person: Corporate Procurement  
E-mail: [tenders@nexus.org.uk](mailto:tenders@nexus.org.uk)  
Telephone: +44 1912033446  
**Internet address(es):**  
Main address: [www.nexus.org.uk](http://www.nexus.org.uk)  
Address of the buyer profile: [www.nepo.org](http://www.nepo.org)

**I.6. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

MET19/01 Creative Services for Tyne and Wear Metro  
Reference number: MET19/01

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Nexus wish to appoint a supplier for the provision of creative services for Tyne and Wear Metro to undertake marketing activity to support their objectives of increasing revenue and patronage. Creative service requirements vary and will be briefed according to campaign and defined target market. Key target markets include family, leisure, student and commuter.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

## **II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

## **II.2.3. Place of performance**

NUTS code: UKC North East (England)

## **II.2.4. Description of the procurement**

Nexus wish to appoint a supplier for the provision of creative services for Tyne and Wear Metro to undertake marketing activity to support their objectives of increasing revenue and patronage.

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

Quality criterion - Name: Proposal in response to the mock scenario in Section 3 / Weighting: 40 %

Quality criterion - Name: Details annual marketing plan as detailed in Section 4 / Weighting: 25 %

Quality criterion - Name: Creative testing / Weighting: 5 %

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

## **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **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 in the OJ S: [2019/S 210-514451](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a periodic indicative notice**

## **Section V: Award of contract**

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**Contract No: 1**

**Title:**

MET19/01 Creative Services for Tyne and Wear Metro

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

10/03/2020

**V.2.2. Information about tenders**

Number of tenders received: 2

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

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

Official name: Stark Hartley Atkinson

Town: Newcastle upon Tyne

NUTS code: UKC North East (England)

Country: United Kingdom

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot****V.2.5. Information about subcontracting****V.2.6. Price paid for bargain purchases****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Nexus

Town: Newcastle

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

25/03/2020