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Award

Media Planning and Buying for Reputation, Business Engagement and Student Recruitment Marketing

Sheffield Hallam University

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

Notice identifier: 2026/S 000-001581

Procurement identifier (OCID): ocds-h6vhtk-05866c ([view related notices](#))

Published 8 January 2026, 3:52pm

Scope

Reference

2425-02-RCM-LJ

Description

The University requires a media planning and buying agency to assist in achieving its strategic marketing and student recruitment objectives, which include:

? delivering student recruitment success and engagement across the prospective student journey in line with academic and financial targets Home and International

? raising the profile and enhancing the reputation of the University through institutional positioning and research impact

? promoting the University brand and Sheffield city to achieve stand out and cut through in our competitive marketplace

? generating business leads through business engagement activity to support

apprenticeship, placement, KTP and other institutional objectives

? Measuring and optimising all activity using data and insights to ensure our activities are relevant and impactful

The agency will proactively support and work in partnership with the University's Marketing Directorate. In scope are all media planning and buying activities across Prospective Student Recruitment marketing and all brand level marketing as well as lead generation business to business marketing, paid search activity and social media campaigns across all audiences.

Contract 1

Supplier

- HAVAS PEOPLE LIMITED

Contract value

- £10,416,667 excluding VAT
- £12,500,000 including VAT

Above the relevant threshold

Award decision date

5 January 2026

Date assessment summaries were sent to tenderers

8 January 2026

Standstill period

- End: 19 January 2026
- 8 working days

Earliest date the contract will be signed

20 January 2026

Contract dates (estimated)

- 20 January 2026 to 19 January 2029
- Possible extension to 19 January 2031
- 5 years

Description of possible extension:

3+2

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services
- 79342000 - Marketing 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)

Information about tenders

- 10 tenders received
 - 5 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 1 supplier awarded contracts
 - 4 suppliers unsuccessful (details included for contracts over £5 million)
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Unsuccessful suppliers

- [ANYTHING IS POSSIBLE MEDIA LIMITED](#)
 - [EDUCATION CUBED LTD](#)
 - [HUNTERLODGE GROUP LIMITED](#)
 - [HYBRID NEWS LIMITED](#)
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Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Suppliers

ANYTHING IS POSSIBLE MEDIA LIMITED

- Companies House: 10910014

- Public Procurement Organisation Number: PJGQ-9668-VVPH

Third Floor, Frederick House

Brighton

BN1 4EA

United Kingdom

Website: <https://aip.media/>

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

EDUCATION CUBED LTD

- Companies House: 08045459

- Public Procurement Organisation Number: PWBQ-5466-JHDM

New England House New England Street

Brighton

BN1 4GH

United Kingdom

Website: <http://www.educationcubed.com>

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

HAVAS PEOPLE LIMITED

- Companies House: 02793794
- Public Procurement Organisation Number: PWWB-7379-THDL

Havas House Hermitage Court

Maidstone

ME16 9NT

United Kingdom

Email: publictenders@havaspeople.com

Website: <http://www.havaspeople.com>

Region: UKJ46 - West Kent

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

HUNTERLODGE GROUP LIMITED

- Companies House: 07534447

- Public Procurement Organisation Number: PXHX-4549-YCMR

171 High Street

Rickmansworth

WD3 1AY

United Kingdom

Website: <http://hunterlodge.co.uk>

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

HYBRID NEWS LIMITED

- Companies House: 06993551

- Public Procurement Organisation Number: PCJL-7563-YRGZ

46-48 Queen Charlotte Street

Bristol

BS1 4HX

United Kingdom

Website: <http://hybrid.co>

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contracting authority

Sheffield Hallam University

- UK Register of Learning Providers (UKPRN number): 10005790
- Public Procurement Organisation Number: PVMW-4512-JZYY

City Campus

Sheffield

S1 1WB

United Kingdom

Email: strategicprocurement@shu.ac.uk

Website: <http://www.shu.ac.uk>

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government