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Contract

## **Provision of Media Buying partner**

Staffordshire University

F03: Contract award notice

Notice identifier: 2024/S 000-002205

Procurement identifier (OCID): ocds-h6vhtk-03b45b

Published 23 January 2024, 11:36am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Staffordshire University

College Road

Stoke-on-Trent

ST4 2DE

#### **Contact**

Mr Nigel Peake

#### **Email**

[nigel.peake@staffs.ac.uk](mailto:nigel.peake@staffs.ac.uk)

#### **Telephone**

+44 1785353316

#### **Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Internet address(es)**

Main address

<http://www.staffs.ac.uk>

Buyer's address

<http://www.staffs.ac.uk>

**I.4) Type of the contracting authority**

Other type

Educattion

**I.5) Main activity**

Education

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**Section II: Object**

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

**II.1.1) Title**

Provision of Media Buying partner

Reference number

DN661703

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

provision of a agency for media buying

**II.1.6) Information about lots**

This contract is divided into lots: No

**II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £500,000 / Highest offer: £750,000 taken into consideration

**II.2) Description**

**II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

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

provision of a agent for media purchase

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

**II.2.11) Information about options**

Options: Yes

Description of options

options to extend the contract

**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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-008027](#)

## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 January 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 14

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

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

Hybrid News

46-48 Queen Charlotte Street

Bristol

Country

United Kingdom

NUTS code

- UKK - South West (England)

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £500,000 / Highest offer: £750,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

staffordshire University

Stoke on Trent

Country

United Kingdom