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Award

Google Adwords, Search, Display and Re-targeting ads

University of Bedfordshire

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-007234

Procurement identifier (OCID): ocds-h6vhtk-04e7fd

Published 26 February 2025, 9:23am

Section I: Contracting authority/entity

I.1) Name and addresses

University of Bedfordshire

University Square

Luton

LU13JU

Contact

Raymond Coffie

Email

raymond.coffie@beds.ac.uk

Telephone

+44 1582489216

Country

United Kingdom

Region code

UKH21 - Luton

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.beds.ac.uk>

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Google Adwords, Search, Display and Re-targeting ads

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 Google Adwords, Search, Display and Re-targeting ads

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £300,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- 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)

II.2.4) Description of the procurement

Provision of Google Adwords, Search, Display and Re-targeting ads

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This service is provided by a sole supplier

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

18 February 2025

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Google Ireland Limited

1st & 2nd Floors Gordon House Barrow Street

Dulbin 4

Country

Ireland

NUTS code

- IE - Ireland

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £300,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

London

Country

United Kingdom