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Contract

Marketing Services

London South Bank University

F03: Contract award notice

Notice identifier: 2023/S 000-009623

Procurement identifier (OCID): ocds-h6vhtk-038ae0

Published 3 April 2023, 11:14am

Section I: Contracting authority

I.1) Name and addresses

London South Bank University

103 Borough Road

London

SE1 0AA

Contact

Alex Mills

Email

millsa13@lsbu.ac.uk

Telephone

+44 02078156017

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://lsbu.ac.uk/contact-us>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services

Reference number

22-006

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Framework - Single Supplier

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: £4,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Marketing Services -

- Media planning, buying, placement and optimisation
- Creative Services
- Management and co-ordination of advertisements/campaigns
- Management Information
- Providing ad hoc support to the Campaigns Team, as well as larger Marketing and Communications department

II.2.5) Award criteria

Price

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement involves the establishment of a framework agreement

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: [2022/S 000-034432](#)

Section V. Award of contract

Contract No

LSBU 22-006

Title

Marketing Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 March 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Anything is Possible Media Ltd

Brighton

BN14EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

LSBU

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

LSBU

London

Country

United Kingdom