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Contract

Digital Media Buying Services (2025)

University of Cumbria

F03: Contract award notice

Notice identifier: 2025/S 000-013599

Procurement identifier (OCID): ocds-h6vhtk-04cd8a

Published 8 April 2025, 11:35am

Section I: Contracting authority

I.1) Name and addresses

University of Cumbria

Fusehill Street

Carlisle

CA1 2HH

Contact

Claire Reid

Email

claire.reid@cumbria.ac.uk

Country

United Kingdom

NUTS code

UKD1 - Cumbria

Internet address(es)

Main address

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

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

Digital Media Buying Services (2025)

Reference number

25-09

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK. We are looking to engage the services of media agencies to deliver this provision.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £250,000

II.2) Description

II.2.1) Title

25-09

Lot No

1-Paid Media

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKD1 - Cumbria

II.2.4) Description of the procurement

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK.

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

II.2) Description

II.2.1) Title

25-09

Lot No

2-Traditional Media

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKD1 - Cumbria

II.2.4) Description of the procurement

The University of Cumbria runs a number of multi-channels UG and PG (PGT, PGR and PGCE), B2B2C student recruitment marketing campaigns across a range of different target audiences, with the aim of raising awareness of, and stimulating desire for, the study opportunities offered. The ultimate objective is to grow matriculations and income to the University by increasing the number of applications from the UK.

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

Open 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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-000179](#)

Section V. Award of contract

Contract No

25-09

Title

Digital Media Buying Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 April 2025

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 11

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

V.2.3) Name and address of the contractor

Education Cubed Ltd

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

8045459

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: £750,000

Total value of the contract/lot: £750,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Cumbria

Carlisle

Country

United Kingdom