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Contract

Google Adwords, Search, Display and Re-targeting ads

University of Bedfordshire

F03: Contract award notice

Notice identifier: 2025/S 000-014536

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

Published 11 April 2025, 11:41am

Section I: Contracting authority

I.1) Name and addresses

University of Bedfordshire

University Square

Luton

LU13JU

Contact

Raymond Coffie

Email

procurement@beds.ac.uk

Telephone

+44 1582489216

Country

United Kingdom

Region code

UKH21 - Luton

UK Register of Learning Providers (UKPRN number)

University of bedfordshire

Internet address(es)

Main address

<https://www.beds.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**

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

Google advertising and marketing

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.2.3) Place of performance

NUTS codes

- IE - Ireland

II.2.4) Description of the procurement

Clearing-google advertising and marketing

II.2.5) Award criteria

Cost criterion - Name: Price / Weighting: 100

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:

Only Google is able to deliver the volumes needed for recruitment in clearing. Advertising with Google has proven to be, ref University statistics, the best source of advertising for Clearing, delivering the greatest volumes of website traffic and ultimately applications.

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 000-007234](#)

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

18 February 2025

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Google Ireland Limited

Dublin

Country

Ireland

NUTS code

- IE - Ireland

Google Ireland Limited

Google Ireland Limited

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £300,000

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Unit

London

Country

United Kingdom