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Contract

## **Media Planning & Buying Services**

Construction Industry Training Board

F03: Contract award notice

Notice identifier: 2025/S 000-016682

Procurement identifier (OCID): ocds-h6vhtk-04be3f

Published 24 April 2025, 10:05am

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

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

Construction Industry Training Board

Sand Martin House, Bittern Way, Fletton Quays

Peterborough

PE2 8TY

#### **Contact**

David Norfolk

#### **Email**

[citb-procurement@gov.sscl.com](mailto:citb-procurement@gov.sscl.com)

#### **Telephone**

+44 7935076443

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.citb.co.uk>

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

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

Media Planning & Buying Services

Reference number

PROC2024048

#### **II.1.2) Main CPV code**

- 79341100 - Advertising consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

CITB is looking for an experienced media planning and buying agency to support its strategic marketing objectives for promoting construction training and workforce development initiatives. The agency will handle media planning, buying and performance reporting across digital and traditional channels. This will cover campaign activity ranging from small activity to large, multi-channel campaigns.

#### **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: £2,100,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

CITB is looking for an experienced media planning and buying agency to support its strategic marketing objectives for promoting construction training and workforce development initiatives. The agency will handle media planning, buying and performance reporting across digital and traditional channels. This will cover campaign activity ranging from small activity to large, multi-channel campaigns.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

#### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/374AN5WNMZ>

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## **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: No

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

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

Notice number: [2024/S 000-037928](#)

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## **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**

23 April 2025

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

Number of tenders received: 9

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

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

Jack Ryan Media Ltd

272 Bath Street

Glasgow

G2 4JR

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC696976

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: £2,100,000

Total value of the contract/lot: £2,100,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=943902513> GO

Reference: GO-2025424-PRO-30305553

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

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

TBA

TBA

Country

United Kingdom