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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

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

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>

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](#)

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

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