This is a published notice on the Find a Tender service: https://www.find-tender.service.gov.uk/Notice/023550-2023

Contract

Digital Advertising - Student Recruitment

Aston University

F03: Contract award notice

Notice identifier: 2023/S 000-023550

Procurement identifier (OCID): ocds-h6vhtk-03ef07

Published 11 August 2023, 11:53am

Section I: Contracting authority

I.1) Name and addresses

Aston University

Aston Triangle

BIRMINGHAM

B47ET

Contact

Jacob Rankine

Email

i.rankine@aston.ac.uk

Telephone

+44 7922913106

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

RC000904

Internet address(es)

Main address

https://www.aston.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 Advertising - Student Recruitment

Reference number

738

II.1.2) Main CPV code

• 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Digital advertising and search engine optimisation for domestic and international student recruitment.

Called off from the following framework/lot:

SUPC National Education Recruitment Advertising

and Resourcing Services (NERARS 2023)

Lot 2 - Recruitment marketing to attract UK and overseas students

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: £1,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

• UKG31 - Birmingham

II.2.4) Description of the procurement

Digital advertising and search engine optimisation for domestic and international student recruitment.

Called off from the following framework/lot:

SUPC National Education Recruitment Advertising

and Resourcing Services (NERARS 2023)

Lot 2 - Recruitment marketing to attract UK and overseas students

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

12 Months + 12 Months

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:

Called off from the following framework/lot:

SUPC National Education Recruitment Advertising

and Resourcing Services (NERARS 2023)

Lot 2 - Recruitment marketing to attract UK and overseas students.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

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

31 July 2023

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

V.2.3) Name and address of the contractor

RH Advertising Ltd

Exeter

Country

United Kingdom

NUTS code

• UKK4 - Devon

Companies House

3909789

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Aston University

Birmingham

Country

United Kingdom