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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**

[j.rankine@aston.ac.uk](mailto:j.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

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## **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

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## **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

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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**

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

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## **Section VI. Complementary information**

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

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

Aston University

Birmingham

Country

United Kingdom