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## Contract

# Luminate Education Group - Media Buying, Planning and Digital Marketing Expertise - Tender

Luminate Education Group

F03: Contract award notice

Notice identifier: 2024/S 000-024955

Procurement identifier (OCID): ocds-h6vhtk-044bfd

Published 8 August 2024, 9:10am

## Section I: Contracting authority

### I.1) Name and addresses

Luminate Education Group

Park Lane Campus, Park Lane

Leeds

### Email

[hugo.santos@luminate.ac.uk](mailto:hugo.santos@luminate.ac.uk)

### Country

United Kingdom

### NUTS code

UKE4 - West Yorkshire

### Internet address(es)

Main address

<https://luminare.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**

Luminate Education Group - Media Buying, Planning and Digital Marketing Expertise - Tender

Reference number

LEG T109

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Luminate Education Group (LEG) is out to tender for the provision of Media Buying, Planning and Digital Marketing Expertise. The awarded partner of this tender will be awarded a contract of 24 months with a possible extension of 12 months pending review. They would be expected to provide the outsourced solution in full as required and requested by our Luminate Education Group's in-house Marketing Department. For further details, please refer to our ITT.

#### **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: £420,000

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

#### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKE4 - West Yorkshire

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

Luminate Education Group (The Group) is out to tender for the provision of Media Buying, Planning and Digital Marketing Expertise, tender LEG T109. The awarded partner of this tender will be awarded a contract of 24 months with a possible extension of 12 months pending review. They would be expected to provide the outsourced solution in full as required and requested by our Luminate Education Group's in-house Marketing Department. For further information, please refer to our ITT.

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

Quality criterion - Name: Quality / Weighting: 60 per cent

Price - Weighting: 20 per cent

### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

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

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

Notice number: [2024/S 000-009467](#)

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## **Section V. Award of contract**

### **Contract No**

IT-399-2889-T109

### **Title**

Luminate Education Group - Media Buying, Planning and Digital Marketing Expertise - Tender

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 August 2024

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

Number of tenders received: 6

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

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

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

HQ Communications Group Ltd T/A Invested

137 Stainburn Crescent, Leeds, England,

Leeds

LS17 6NB

Country

United Kingdom

NUTS code

- UKE4 - West Yorkshire

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £420,000

Total value of the contract/lot: £420,000

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom