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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): ocids-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

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

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

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](#)

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

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