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Contract

Provision of Media Buying

The University of Central Lancashire

F03: Contract award notice

Notice identifier: 2021/S 000-025124

Procurement identifier (OCID): ocds-h6vhtk-028e5b

Published 7 October 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

The University of Central Lancashire

Preston

Email

nismail4@uclan.ac.uk

Country

United Kingdom

NUTS code

UKC - North East (England)

Internet address(es)

Main address

www.uclan.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

Provision of Media Buying

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University are looking to appoint an experienced agency for the provision of both digital and offline media buying.

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: £5,000,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

The University are looking to appoint an experienced agency for the provision of both digital and offline media buying.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The University has an option to extend for an additional 2 x 12 month periods after the initial term

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: [2021/S 000-001797](#)

Section V. Award of contract

Title

Provision of Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 August 2021

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

McCann Central

Birmingham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £5,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Central Lancashire

Preston

Country

United Kingdom