

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/027140-2023>

Award

## **Annual Campaign for Advertising 2023/2024**

University Of Bedfordshire

F15: Voluntary ex ante transparency notice

Notice identifier: 2023/S 000-027140

Procurement identifier (OCID): ocids-h6vhtk-03fc88

Published 13 September 2023, 4:45pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

University Of Bedfordshire

University Square

LUTON

LU13JU

#### **Email**

[damola.aladesiun@beds.ac.uk](mailto:damola.aladesiun@beds.ac.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH21 - Luton

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.beds.ac.uk/>

Buyer's address

<https://in-tendhost.co.uk/universityofbedfordshire.aspx/>

**I.4) Type of the contracting authority**

Other type

Education

**I.5) Main activity**

Education

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Annual Campaign for Advertising 2023/2024

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Provision of Annual Campaign for Advertising 2023/2024

**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: £370,000

**II.2) Description**

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

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

Annual Campaign for the University of Bedfordshire Advertising

**II.2.5) Award criteria**

Price

**II.2.11) Information about options**

Options: No

---

## **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:

Contract Expired in March 2023 and too late for the tender that is being planned to meet the provisions of this service

#### **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/concession**

A contract/lot is awarded: Yes

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

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

13 September 2023

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

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

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

SMRS Ltd

2 Express Networks, 3 George Leigh Street,

Manchester,

M4 6BD

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03365804

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £370,000

Total value of the contract/lot/concession: £370,000

---

## **Section VI. Complementary information**

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

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

Ashaul Ali

Luton

Country

United Kingdom