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Contract

## **York College - ITT for Media Services**

York College

F03: Contract award notice

Notice identifier: 2025/S 000-034216

Procurement identifier (OCID): ocds-h6vhtk-04dec3

Published 21 June 2025, 2:18pm

### **Section I: Contracting authority**

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

York College

Sim Balk Lane, Bishopthorpe

York

YO23 2BB

#### **Email**

[n.dexter@thecpc.ac.uk](mailto:n.dexter@thecpc.ac.uk)

#### **Telephone**

+44 1376511411

#### **Fax**

+44 1376515970

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.yorkcollege.ac.uk/>

Buyer's address

<http://www.yorkcollege.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**

York College - ITT for Media Services

Reference number

CA15309 -

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

- 79342000 - Marketing services

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

Services

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

The enclosed invitation to tender provides information for consideration with respect to York College contract for Media Services.

#### **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: £96,000

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKE21 - York

Main site or place of performance

York

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

Throughout the course of the year, York College promotes the key product offerings aimed at its different markets:

- A levels, vocational courses, T Levels, Apprenticeships – aimed at school leavers
- Higher education (degrees and HNCs) - aimed at 17+ market
- Adult part-time courses, access courses, adult apprenticeships – aimed at 19+ market
- Business short courses, Apprenticeships – aimed at employers

The College also provides courses for international students although the media buying for international market is currently outside of the remit of this tender.

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

Quality criterion - Name: Service Delivery / Weighting: 40.00%

Quality criterion - Name: Customer Care / Weighting: 20.00%

Price - Weighting: 40.00%

#### **II.2.11) Information about options**

Options: Yes

Description of options

48 month(s) from the commencement date, with 24 initial month(s) and option to extend 2x12 month(s)

#### **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: [2025/S 000-004968](#)

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

### **Contract No**

CA15309

### **Title**

York College - ITT for Media Services

A contract/lot is awarded: Yes

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

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

21 June 2025

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

Number of tenders received: 7

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

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

Bluestorm Design & Marketing Ltd

1 Redcliff Road, Melton, Melton

Melton

HU14 3RS

Email

[miria@bluestormdesign.co.uk](mailto:miria@bluestormdesign.co.uk)

Telephone

+44 1482649343

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

[www.bluestormdesign.co.uk](http://www.bluestormdesign.co.uk)

The contractor is an SME

Yes

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

Total value of the contract/lot: £96,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Section II.3) – dates refer to the initial contract period and do not include the options of any extensions.

Section IV.3.5) – any dates shown are an estimate.

In the first instance, candidates should register with [www.multiquote.com](http://www.multiquote.com) and express an interest in the contract, full details of the contract will be available.

The Contracting Authority shall not be under any obligation to accept any tender. The Contracting Authority reserves the right to cancel the entire or parts of the tender, without such an action conferring any right to compensation on the Tenderers.

The Contracting Authority has no liability to settle any cost incurred by the tenderer as a result of the tendering procedure.

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

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

Tenet Education Services

Procurement House, 23 Leslie Hough Way

Salford

M6 4AJ

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Tenet Education Services

Procurement House, 23 Leslie Hough Way

Salford

M6 4AJ

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The authority will incorporate a minimum 10 calendar day standstill period at the point that information on the award of the contract is communicated to tenderers. If an appeal regarding the award of contract has not been successfully resolved then the Public Contracts Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 3 months).