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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

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

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

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](#)

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

Telephone

+44 1482649343

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

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

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.multiguote.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).