This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/038668-2025">https://www.find-tender.service.gov.uk/Notice/038668-2025</a>

**Award** 

# **Digital Radio Advertising**

Lincoln College Group

UK6: Contract award notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-038668

Procurement identifier (OCID): ocds-h6vhtk-055c31 (view related notices)

Published 9 July 2025, 3:15pm

### Scope

#### Reference

DIG001.25

#### **Description**

Radio advertising campaign from September 2025 - June 2026 including creative production for adverts on Greatest Hits Radio and Hits Radio (Lincs)

### **Contract 1. Digital Radio Advertising**

### **Supplier**

• BAUER RADIO LIMITED

#### **Contract value**

- £96,078.04 excluding VAT
- £115,293.65 including VAT

Below the relevant threshold

#### Award decision date

9 July 2025

### Earliest date the contract will be signed

11 July 2025

#### **Contract dates (estimated)**

- 30 August 2025 to 1 August 2026
- 11 months, 3 days

### Main procurement category

Services

#### **CPV** classifications

• 79340000 - Advertising and marketing services

#### **Contract locations**

- UKC North East (England)
- UKD North West (England)
- UKE Yorkshire and the Humber
- UKF East Midlands (England)
- UKG West Midlands (England)
- UKH East of England
- UKI London
- UKJ South East (England)
- UKK South West (England)

### **Procedure**

## **Procedure type**

Below threshold - without competition

### **Special regime**

Concession

# **Supplier**

#### **BAUER RADIO LIMITED**

• Companies House: 01394141

Public Procurement Organisation Number: PYRV-4711-JCHH

Media House Peterborough Business Park

Peterborough

PE2 6EA

**United Kingdom** 

Email: Operations@Baueracademy.co.uk

Website: http://www.baueracademy.co.uk

Region: UKH11 - Peterborough

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Digital Radio Advertising

# **Contracting authority**

#### **Lincoln College Group**

• UK Register of Learning Providers (UKPRN number): 10003928

• Public Procurement Organisation Number: PNXC-4137-QGWD

Monks Road

Lincoln

LN2 5HQ

United Kingdom

Email: procurement@lincolncollege.ac.uk

Region: UKF30 - Lincolnshire

Organisation type: Public authority - sub-central government