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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