

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/040450-2024>

Award

## **Student Recruitment Advertising**

Queen Margaret University

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-040450

Procurement identifier (OCID): ocds-h6vhtk-04c85f

Published 16 December 2024, 2:25pm

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

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

Queen Margaret University

Queen Margaret University Drive

Musselburgh

EH21 6UU

#### **Contact**

Ross Sharp

#### **Email**

[RSharp@qmu.ac.uk](mailto:RSharp@qmu.ac.uk)

#### **Telephone**

+44 1314740000

#### **Country**

United Kingdom

**NUTS code**

UKM73 - East Lothian and Midlothian

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00364](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00364)

**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**

Student Recruitment Advertising

Reference number

P0039-QMU-NCA

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

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

QMU requires a competent and proficient supplier to support the strategizing, execution and monitoring of campaign activity in order to stimulate student recruitment.

#### **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: £260,000

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKM73 - East Lothian and Midlothian

Main site or place of performance

Queen Margaret University

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

Non-competitive action carried out due to reasons of extreme urgency according to regulation 6(1)(C). Contract awarded to incumbent supplier, Penna Plc, to ensure continuity of student advertising services in the absence of a Head of Procurement for one year contract. Full procurement to be carried out once contract expires.

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

Options: No

#### **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**

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:

Non-competitive action carried out due to reasons of extreme urgency according to regulation 6(1)(C). Contract awarded to incumbent supplier, Penna Plc, to ensure continuity of student advertising services in the absence of a Head of Procurement for one year contract. Full procurement to be carried out once contract expires.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

---

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

### **Contract No**

P0039-QMU-NCA

A contract/lot is awarded: Yes

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

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

16 December 2024

#### **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**

Penna Plc

Millennium Bridge House, 2 Lambeth Hill

London

EC4V 4BG

Telephone

+44 2038492777

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £260,000

---

## **Section VI. Complementary information**

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=785945](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=785945).

(SC Ref:785945)

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

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

Edinburgh Sheriff Court

27 Chambers Street

EDINBURGH

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom