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Contract

Digital Advertising Services

University of Keele

F03: Contract award notice

Notice identifier: 2025/S 000-048494

Procurement identifier (OCID): ocds-h6vhtk-04d4d2

Published 13 August 2025, 3:43pm

Section I: Contracting authority

I.1) Name and addresses

University of Keele

Keele University,

Staffordshire

ST55BG

Contact

Leanne Fryer

Email

l.fryer@keele.ac.uk

Telephone

+44 1782733787

Country

United Kingdom

Region code

UKG24 - Staffordshire CC

Companies House

RC000655

Internet address(es)

Main address

<https://www.keele.ac.uk>

Buyer's address

<https://in-tendhost.co.uk/universityofkeele/aspx/Home>

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

Digital Advertising Services

Reference number

KU/644/LF/SM/2024

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of Digital Advertising Services at Keele University in accordance with the Tender Specification in section 2 of the ITT.

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: £1,600,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- 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)

II.2.4) Description of the procurement

Provision of Digital Advertising Services at Keele University in accordance with the Tender Specification in Section 2 of the ITT.

II.2.5) Award criteria

Quality criterion - Name: Strategic Digital Advertising / Weighting: 400 marks

Quality criterion - Name: Clearing Media Plan / Weighting: 300 marks

Price - Weighting: 300 marks

II.2.11) Information about options

Options: Yes

Description of options

Options to extend for 2 further 12 month periods

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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 000-001934](#)

Section V. Award of contract

Contract No

KU/644/LF/SM/2024

Title

Digital Advertising Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 August 2025

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

Education Cubed Ltd.

Level 4, North Unit B-E, New England House, New England Street

Brighton

BN1 4GH

Country

United Kingdom

NUTS code

- UKG24 - Staffordshire CC

Companies House

08045459

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,600,000

Total value of the contract/lot: £1,600,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, Strand

London

WCA2 2LL

Telephone

+44 2079477882

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

University of Keele

Staffordshire

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Any review proceedings should be promptly brought to the attention of the Chief Financial Officer of the University at the address provided above and will be dealt with in accordance with the requirements of the Public Contracts Regulations 2015 ('PCRs 2015'). Any review proceedings must be brought within the timescales specified by the applicable law, including, without limitation, the PCRs 2015. In accordance with the PCRs 2015, the

University will incorporate a minimum 10-calendar day standstill period from the date information on the award of the contract is communicated to tenderers.

VI.4.4) Service from which information about the review procedure may be obtained

University of Keele

Staffordshire

Country

United Kingdom