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Award

## University of Kent - Marketing

The University Of Kent

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Notice identifier: 2025/S 000-063788

Procurement identifier (OCID): ocds-h6vhtk-05abc5 ([view related notices](#))

Published 9 October 2025, 2:49pm

## Scope

## Reference

25-039

## Description

Contract to continue working with JCDecauxUK Limited to deliver a marketing campaign targeting Outdoor advertising. Focus is on the Kent and South-East London area in key areas (Rail Stations, Malls, Billboards) for Brand elevation with the aim to generate more applications for September 2026 entry.

£35,000

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## **Contract 1**

### **Supplier**

- JCDECAUX UK LIMITED

### **Contract value**

- £35,000 including VAT

Below the relevant threshold

### **Earliest date the contract will be signed**

9 October 2025

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

- 9 October 2025 to 31 January 2026
- 3 months, 23 days

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKJ4 - Kent

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### JCDECAUX UK LIMITED

- Companies House: 01679670
- Public Procurement Organisation Number: PZJD-5242-DJLH

991 Great West Road

Middlesex

TW8 9DN

United Kingdom

Email: [cecile.turfrey@jcdecaux.com](mailto:cecile.turfrey@jcdecaux.com)

Website: <http://www.jcdecaux.co.uk>

Region: UKI75 - Hounslow and Richmond upon Thames

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### The University Of Kent

- UK Register of Learning Providers (UKPRN number): 10007150
- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry,

Canterbury

CT2 7NZ

United Kingdom

Email: [procurement@kent.ac.uk](mailto:procurement@kent.ac.uk)

Website: <http://www.kent.ac.uk/>

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government