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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

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

Procedure

Procedure type

Below threshold - without competition

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

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

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

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

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government