

Request

Sent: 02 April 2026 10:12

To: RNN FOI <foi@rnngroup.co.uk>

To the FOI Team,

I am writing on behalf of Mixo Ads to submit a formal request under the Freedom of Information Act 2000.

We are requesting a copy of the winning vendor's submitted proposal documents for the following procurement:

Reference: 2025/S-000-008863

Title: The Provision of Pay Per Click (PPC) and Digital Marketing Agency Services

Issue Date: February 19, 2025

Closing Date: March 27, 2025

Official Award Publication: March 11, 2025

Having been unsuccessful in this tender, we are committed to learning from the process and strengthening our future proposals. Reviewing the winning submission would be invaluable to us in that regard.

We would be grateful for the documents to be shared to the extent permissible under the Act. We fully understand if certain elements are exempt from disclosure, and we appreciate whatever your team is able to provide.

Our Ref: FOIA273

Your Ref: N/A

Date: 23rd April 2026

Dear [REDACTED]

FREEDOM OF INFORMATION REQUEST (FOI): “a copy of the winning vendor’s submitted proposal documents”

Thank you for your request for information, which we have handled under the Freedom of Information Act 2000 (FOIA).

Any further correspondence regarding this should be addressed to FOI@rnngroup.ac.uk.

Please note that we will be providing a response on behalf of the RNN Group as a whole, rather than any individual college or organisation within the Group.

The RNN Group main centres of operations are located at the following sites:

Site Name	Address
Rotherham College	Eastwood Lane, Rotherham. S65 1EG
North Nottinghamshire College	Carlton Road, Worksop. S81 7HP
Dinnington Campus	SITE NO LONGER IN OPERATION*
Dearne Valley College	Wath upon Dearne, Swinton. S63 7EW
University Centre Rotherham	Doncaster Gate, Rotherham. S65 1DJ
RNN Training	Carlton Road, Worksop. S81 7HP
Idle Valley Rural Centre	North Road, Retford. DN22 8SG
Construction Centre Rotherham	Rawmarsh Road, Rotherham. S60 1RU
Skills Centre Shireoaks	SITE NO LONGER IN OPERATION*
National Fluid Power Centre	Carlton Road, Worksop. S81 7HP
Create Skills Ltd	SUBSIDIARY COMPANY CEASED TRADING*
Charnwood Training	SUBSIDIARY COMPANY CEASED TRADING*
Aston Recruitment & Training	NO LONGER OWNED BY THE RNN GROUP*
Rotherham Education Services	Eastwood Lane, Rotherham. S65 1EG
Retford Post 16 Centre	Old Hall Drive, Retford. DN22 7EA
Nottinghamshire Children & Family Partnership	PARTNERSHIP HAS CEASED*

*Data from these sites have been re-located to other centres within the RNN Group, and if applicable, have formed part of the search for the information requested.



Attached is the information you requested.

Please note, whilst you have exercised your right to information under FOI, the RNN Group may not release some data it has on record. For example, if it contains personal details of individuals or if other exemptions apply, as detailed within the FOI legislation. See the Information Commissioners Office (ICO) website for further details as to what this means to you and the request you have made:

<https://ico.org.uk/for-the-public/official-information/what-to-expect-after-making-an-information-request/>

In keeping with the spirit and effect of the FOIA, and in keeping with the RNN Group's transparency agenda, all information is assumed to be releasable to the public unless exempt. Therefore, the information released to you may now be published on the Group's website at www.rnngroup.co.uk/IG together with any related information that will provide a key to its wider context. Please note that this will not include your personal data.

Attached is Appendix A, giving contact details should you be unhappy with the service you have received from the RNN Group in regards to this FOI request.

If you have any queries about this letter then please do not hesitate to contact us.

Yours sincerely

The RNN Group Information Governance and Assurance Team

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Appendix A

If you are unhappy with the service you have received in relation to your request, you may make a complaint or appeal against our decision under chapter 36, part 1, section 17 (7) of the Freedom of Information Act or under chapter 12, part 6, section 165 of the Data Protection Act (Article 57(1)(f) and (2) and 77 of the General Data Protection Regulations), within 40 working days of the date of this letter.

A copy of our complaints process can be found on the RNN Group website by following the link below and selecting the Feedback and Complaints section:
<https://www.rnngroup.co.uk/IG>

If you are not content with the outcome of the internal review of your complaint, the DPA gives you the right to apply directly to the Information Commissioner for a decision.

Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted the RNN Group's own complaints procedure.

The Information Commissioner can be contacted at:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Freedom of Information Act 2000 Response

Procurement Reference: 2025/S-000-008863

Project Title: Provision of Pay Per Click (PPC) and Digital Marketing Agency Services

Winning Bidder: Edison Media Limited

1. Organisational Details

Full Name: Edison Media Limited

Trading Status: Private Limited Company

Company Registration Number: 12300198

Registered Address: Oak Court, M60 Office Park, Wynne Avenue, Swinton, M27 8FF

VAT Number: GB 338599545

Main Business Activities: Marketing Agency

2. Mandatory Requirements & Capability

Services Provided: PPC, SEO, Social Media, Content Marketing, and Email Marketing

PPC Certification: Google PPC Certified

Google Partner Status: Google Partner Status in place

Sector Experience: Partnered with more than 20 education providers in the last five years

Recruitment Expertise: Proven strategies for School Leavers, Adult Learners, Apprentices, and HE Students

3. Case Study Summaries

Case Study 1: Milton Keynes College

Campaign: Open Day Campaign (Sept – Dec 2023)

Mediums: OOH, paid social, and audio advertising

Outcomes: Demonstrable year-on-year growth in Open Day attendance and related applications

Contact Details: [REDACTED – SECTION 40]

Case Study 2: University of Derby

Campaign: Clearing 2024

Strategy: Platform diversification across PPC, paid social, and programmatic display

Outcomes: [REDACTED – SECTION 43 – COMMERCIAL PERFORMANCE DATA]

Contact Details: [REDACTED – SECTION 40]

4. Technical Methodology

SEO: Technical audits covering site speed, mobile performance, and crawlability

PPC Management: Platform-appropriate strategies across major digital advertising channels

Reporting: Performance reporting using industry-standard analytics and dashboard tools

Data Security: Data stored on encrypted servers with role-based access control

5. Social Value Commitments

Employment: Provision of student internship opportunities

Education Support: Industry talks and workshops related to marketing and media

Environment: Environmental initiatives linked to campaign delivery

Community: Contributions supporting student wellbeing initiatives

6. Pricing & Commercials

Capped Margin: [REDACTED – SECTION 43]

Online Agency Fee: [REDACTED – SECTION 43]

Other Charges: No other charges apply to the contract outside those listed

FOI Exemption Notice

Information has been redacted from this document under the following sections of the Freedom of Information Act 2000:

- Section 40(2) (Personal Information): To protect the privacy of identifiable individuals.
- Section 43(2) (Commercial Interests): To protect commercial pricing structures, strategic approaches, and operational methodologies where disclosure would be likely to prejudice the legitimate commercial interests of the supplier.