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Tender

## **Media Services - 2022**

University of Hertfordshire

F02: Contract notice

Notice identifier: 2022/S 000-002296

Procurement identifier (OCID): ocds-h6vhtk-030f91

Published 26 January 2022, 12:33pm

### **Section I: Contracting authority**

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

University of Hertfordshire

Maclaurin Building, 4 Bishops Square

Hatfield

AL10 8NE

#### **Contact**

Procurement Department

#### **Email**

[d.evershed@herts.ac.uk](mailto:d.evershed@herts.ac.uk)

#### **Telephone**

+44 1707284091

#### **Country**

United Kingdom

**NUTS code**

UKH23 - Hertfordshire

**Internet address(es)**

Main address

[www.herts.ac.uk](http://www.herts.ac.uk)

Buyer's address

<http://in-tendhost.co.uk/universityofhertfordshire>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://in-tendhost.co.uk/universityofhertfordshire>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://in-tendhost.co.uk/universityofhertfordshire>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Media Services - 2022

Reference number

21051

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

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

The University and its subsidiary companies are looking to recruit one agency to advise, design and deliver strategic and operational media service campaigns. Deadline for submissions is midday on the 28th February 2022.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,166,666.67

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services

- 79341100 - Advertising consultancy services

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

NUTS codes

- UKH23 - Hertfordshire

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

The University and its subsidiary companies are looking to recruit one agency to advise, design and deliver strategic and operational media service campaigns. Deadline for submissions is midday on the 28th February 2022.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £3,166,666.67

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Possible extension of a further 12 months

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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: Yes

Identification of the project

European Structural and Investment Funds

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open 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.2.2) Time limit for receipt of tenders or requests to participate**

Date

28 February 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

28 February 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

Tender documentation is available at <https://in-tendhost.co.uk/universityofhertfordshire> under the Current Tenders link where you can view the project details. If the tender is of further interest, express an interest in the project and register your organisation with our e-tendering system. Once your registration has been accepted, and you have received your login details by email, you can login to view and download the tender documentation in the My Tenders section of the website.

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

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

High Court

London

Country

United Kingdom