

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010399-2022>

Tender

Media Purchasing Services Framework

HAMPSHIRE COUNTY COUNCIL

F02: Contract notice

Notice identifier: 2022/S 000-010399

Procurement identifier (OCID): ocds-h6vhtk-032f3d

Published 21 April 2022, 3:48pm

Section I: Contracting authority

I.1) Name and addresses

HAMPSHIRE COUNTY COUNCIL

Ell Court, Sussex Street

Winchester

SO23 8UJ

Email

strategic.procurement@hants.gov.uk

Country

United Kingdom

Region code

UKJ3 - Hampshire and Isle of Wight

Internet address(es)

Main address

<https://www.hants.gov.uk/>

I.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Purchasing Services Framework

Reference number

HR19353

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services
 - JA04 - For design
 - JA07 - Online
 - JA09 - Multimedia
 - JA10 - For Internet
 - QA01 - For broadcast advertising
 - QA02 - For advertising on radio
 - QA03 - For advertising on television
 - QA04 - For advertising on the Internet
 - QA05 - For advertising in cinemas
 - QA06 - For advertising in newspapers
 - QA07 - For advertising in magazines
 - QA08 - For advertising on posters
 - QA09 - For advertising by means of coupons
 - QA10 - For fairs
 - QA11 - For events
 - QA12 - For conferences
 - QA13 - For exhibitions

II.1.3) Type of contract

Services

II.1.4) Short description

The Media Purchasing Services Framework is a 4 year framework seeking to establish a platform where Hampshire County Council can work directly with professional media owners.

This Framework is seeking an unlimited number of media owners who have ownership of the media type and its locations. Other associated services needed to support the design and delivery of the proposed campaign may also be procured from the Media Owners.

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ3 - Hampshire and Isle of Wight

II.2.4) Description of the procurement

The purchasing of media services directly from media owners.

II.2.5) Award criteria

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

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

Duration in months

48

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

Hampshire County Council would like to detail that there may be a requirement to increase the value of this Framework. This will be in accordance with all providers being in agreement that in the event Hampshire County Council receives additional funding for the provision of the Services the Framework Agreement shall be modified to reflect the increased contract value.

This may be due to unforeseen requirements, additional funding available to promote a new communication or a requirement to increase spend on media.

The increase in value could range between £500,000 up to an additional £1,000,000, although all spend under this framework is indicative and this potential increase is incorporated into the estimated value set at £3,000,000.

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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

24 May 2022

Local time

2:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

24 May 2022

Local time

2:01pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

Further information pertaining to this Framework can be found within the Invitation to Tender documentation along with service specification, correspondence routes to raise any questions and instructions for tendering with Hampshire County Council.

Hampshire County Council would draw to the Tenderer's attention that although the value of the Framework is assigned within this Contract Notice, they will remain indicative and may alter throughout the lifetime of the Framework.

VI.4) Procedures for review

VI.4.1) Review body

High Court England

London

Country

United Kingdom