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Contract

## **Media Services - 2022**

University of Hertfordshire

F03: Contract award notice

Notice identifier: 2022/S 000-014333

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

Published 24 May 2022, 3:08pm

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £3,166,666.67

### **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

### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-002296](#)

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## **Section V. Award of contract**

### **Title**

Awarded Contract

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 April 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10



The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Unicom Agency

Swansea

Country

United Kingdom

NUTS code

- UKH23 - Hertfordshire

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £3,166,666.67

Total value of the contract/lot: £3,166,666.67

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

High Court

London

Country

United Kingdom