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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

Telephone

+44 1707284091

Country

United Kingdom

NUTS code

UKH23 - Hertfordshire

Internet address(es)

Main address

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

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom