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Contract

Media Services - 2025

University of Hertfordshire

F03: Contract award notice

Notice identifier: 2025/S 000-016844

Procurement identifier (OCID): ocds-h6vhtk-04db7c

Published 24 April 2025, 3:58pm

Section I: Contracting authority

I.1) Name and addresses

University of Hertfordshire

College Lane

Hatfield

AL10 9AB

Contact

Procurement Department

Email

s.ahmed52@herts.ac.uk

Country

United Kingdom

NUTS code

UKH2 - Bedfordshire and Hertfordshire

Internet address(es)

Main address

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

Buyer's address

<https://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 - 2025

Reference number

24046

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of one agency for strategic and operational media services to the University and its subsidiary companies. It is intended that the contract will run for an initial period of three years with the option to extend by a further two years in one-year increments, subject to satisfactory performance.

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: £7,100,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKH2 - Bedfordshire and Hertfordshire

II.2.4) Description of the procurement

The University of Hertfordshire is awarding the contract for the provision of Media Services following a tender exercise.

II.2.5) Award criteria

Quality criterion - Name: Technical evaluation / Weighting: 85

Price - Weighting: 15

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

N/A

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-003663](#)

Section V. Award of contract

Contract No

24046

Title

Media Services - 2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 April 2025

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 9

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

Hunterlodge Group Limited

171 High Street

Rickmansworth

WD3 1AY

Country

United Kingdom

NUTS code

- UKH23 - Hertfordshire

National registration number

07534447

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: £7,100,000

Total value of the contract/lot: £7,100,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Crown Commercial Services

Liverpool

Country

United Kingdom