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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](mailto: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

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**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

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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: No

### **IV.2) Administrative information**

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

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

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## **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

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## **Section VI. Complementary information**

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

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

Crown Commercial Services

Liverpool

Country

United Kingdom