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Contract

## **Provision of an Advertising Concession Arrangement**

United Lincolnshire Hospitals NHS Trust

F03: Contract award notice

Notice identifier: 2024/S 000-017110

Procurement identifier (OCID): ocds-h6vhtk-0424e2

Published 3 June 2024, 10:31am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

United Lincolnshire Hospitals NHS Trust

Greetwell Road

Lincoln

LN2 5QY

#### **Contact**

Jason Whaler

#### **Email**

[jason.whaler@ulh.nhs.uk](mailto:jason.whaler@ulh.nhs.uk)

#### **Telephone**

+44 1522512512

#### **Country**

United Kingdom

**Region code**

UKF3 - Lincolnshire

**Internet address(es)**

Main address

<https://www.ulh.nhs.uk/>

Buyer's address

<https://www.ulh.nhs.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Health

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of an Advertising Concession Arrangement

Reference number

W84569

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Provision of an advertising concession arrangement to drive new income streams utilising the Trust's physical and digital assets

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

This contract is divided into lots: Yes

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

Value excluding VAT: £500,000

### **II.2) Description**

#### **II.2.1) Title**

Lot 1 - Trust Intranet

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **II.2.3) Place of performance**

NUTS codes

- UKF30 - Lincolnshire

Main site or place of performance

Lincolnshire

### **II.2.4) Description of the procurement**

Lot 1 - Trust Intranet

### **II.2.5) Award criteria**

Quality criterion - Name: Quality & Social Value / Weighting: 50

Cost criterion - Name: Income / Weighting: 50

### **II.2.11) Information about options**

Options: Yes

Description of options

Extension option 2 x 12 month

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

Values shown are income projections ex. VAT

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Trust Assets & Facilities

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **II.2.3) Place of performance**

NUTS codes

- UKF30 - Lincolnshire

Main site or place of performance

Lincolnshire

### **II.2.4) Description of the procurement**

Lot 2 - Trust Assets & Facilities

### **II.2.5) Award criteria**

Quality criterion - Name: Quality & Social Value / Weighting: 50

Cost criterion - Name: Income / Weighting: 50

### **II.2.11) Information about options**

Options: Yes

Description of options

2 x 12 month extension options

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

Values stated are income projections excluding VAT

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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: [2023/S 000-036506](#)

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

### **Lot No**

1

### **Title**

Lot 1 - Trust Intranet

A contract/lot is awarded: Yes

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

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

31 May 2024

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

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: 1

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

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

Fendix Media Ltd

Sussex Innovation Centre, University of Sussex Science Park Square, Falmer, Brighton  
BN1 9SB

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

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: £141,390

Total value of the contract/lot: £141,390

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

### **Lot No**

2

### **Title**

Lot 2 - Trust Assets & Facilities

A contract/lot is awarded: Yes

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

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

31 May 2024

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

Pulse Outdoor Media

20 St Thomas Street, London SE1 9RS

London

Country

United Kingdom

NUTS code

- UKI44 - Lewisham and Southwark

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: £358,750

Total value of the contract/lot: £358,750

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Values stated relate to income projections ex VAT and cover the full duration including extension options i.e. 5 years maximum. 2 x 12 month extension options are available beyond the initial 3 year term.

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

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

United Lincolnshire Hospitals NHS Trust

Beech House, Witham Park, Waterside South, Lincoln, LN5 7JH

3 Months

LN2 7JH

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

United Lincolnshire Hospitals NHS Trust

Greetwell Road

Lincoln

LN2 5QY

Email

[kate.savage@ulh.nhs.uk](mailto:kate.savage@ulh.nhs.uk)

Country

United Kingdom

Internet address

<https://www.ulh.nhs.uk/>