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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

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

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

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](#)

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

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

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

Country

United Kingdom

Internet address

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