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Tender

## **Local Media Direct Buying Solutions**

Isle of Wight Council

F02: Contract notice

Notice identifier: 2021/S 000-028706

Procurement identifier (OCID): ocds-h6vhtk-02f791

Published 17 November 2021, 2:04pm

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

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

Isle of Wight Council

County Hall, High Street

Newport

PO30 1UD

#### **Contact**

Mrs Vanessa Squibb

#### **Email**

[vanessa.squibb@iow.gov.uk](mailto:vanessa.squibb@iow.gov.uk)

#### **Telephone**

+44 1983821000

#### **Country**

United Kingdom

**NUTS code**

UKJ34 - Isle of Wight

**Internet address(es)**

Main address

<http://www.iwight.com>

Buyer's address

<http://www.iwight.com>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com>

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

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

## Local Media Direct Buying Solutions

Reference number

DN555404

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

- 79341400 - Advertising campaign services

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

Services

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

The Isle of Wight Council (“the Authority”) invites Tenders from suitably qualified suppliers (“Potential Suppliers”) to be part of the Authority’s Approved Supplier List (ASL) (Framework Agreement) for the provision of Local Media Direct Buying Solutions for the Isle of Wight Council.

This procurement follows the OPEN PROCEDURE under the Public Contract Regulations 2015.

This procurement is being called an Approved Supplier List but is being set up utilising the structure of a framework agreement in accordance with regulation 33 of the Public Contract Regulations 2015.

The Services under this ASL will include the Authority’s printed Official Notices and also General Advertising requirements which may be in print, display, digital or radio advertising.

Please note: The Authority requires a direct relationship with each local media supplier.

This opportunity is divided into two lots.

Lot 1- Official Notices - Estimated spend £37,000 per annum

Lot 2 - General Advertising - Estimated spend £90,00 per annum

The term of the Approved Supplier List Agreement shall be 1 March 2022 until 29 February 2024 with the option to extend for up to 24 months a further one year plus one year at the sole discretion of the Authority.

Potential Suppliers should note that this is a non-exclusive Approved Supplier List and that no guarantee can be given with regard to the volume or value of work under either of the lots/Media Advertising Services.

The closing date for receipt of Tenders is 14:00Hrs on 4 January 2022.

#### **II.1.5) Estimated total value**

Value excluding VAT: £508,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

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

Lot 1 - Official Notices

Lot No

1

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

- 79341000 - Advertising services

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

NUTS codes

- UKJ34 - Isle of Wight

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

The Isle of Wight Council (“the Authority”) invites Tenders from suitably qualified suppliers (“Potential Suppliers”) to be part of the Authority’s Approved Supplier List (ASL) (Framework Agreement) for the provision of Local Media Direct Buying Solutions for the Isle of Wight Council.

This procurement is being called an Approved Supplier List but is being set up utilising the structure of a framework agreement in accordance with regulation 33 of the Public Contract Regulations 2015.

This opportunity is divided into two lots. This lot is for:

Lot 1- Official Notices - Estimated spend £37,000 per annum

Official Notices are a statutory requirement for the Authority to inform the public and must be in print in the Authority area of the Isle of Wight. Official Notices can cover anything from Planning, Licencing, Disposal of assets, Councillor Allowances, etc. The number and size of notices each week can vary.

Please note: The Authority requires a direct relationship with each local media supplier.

The term of the Approved Supplier List Agreement shall be 1 March 2022 until 29 February 2024 with the option to extend for up to 24 months a further one year plus one year at the sole discretion of the Authority.

Potential Suppliers should note that this is a non-exclusive Approved Supplier List and that no guarantee can be given with regard to the volume or value of work under the lot.

The closing date for receipt of Tenders is 14:00Hrs on 4 January 2022.

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

Quality criterion - Name: Publishing Notices / Weighting: 25

Quality criterion - Name: Print run and distribution / Weighting: 5

Quality criterion - Name: Notice Design / Weighting: 5

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 60

#### **II.2.6) Estimated value**

Value excluding VAT: £148,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

There is the option to extend for up to 24 months a further one year plus one year at the sole discretion of the Authority.

### **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**

All values are estimated for the duration of the framework including any possible extension period. There is guarantee of any value or volume of work.

## **II.2) Description**

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

Lot 2 - General Advertising

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKJ34 - Isle of Wight

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

The Isle of Wight Council ("the Authority") invites Tenders from suitably qualified

suppliers (“Potential Suppliers”) to be part of the Authority’s Approved Supplier List (ASL) (Framework Agreement) for the provision of Local Media Direct Buying Solutions for the Isle of Wight Council.

This procurement is being called an Approved Supplier List but is being set up utilising the structure of a framework agreement in accordance with regulation 33 of the Public Contract Regulations 2015.

This opportunity is divided into two lots. This lot is for:

Lot 2 - General Advertising - Estimated spend £90,00 per annum

General Advertising is a non-statutory process to inform residents of the Isle of Wight about Council services, recruitment, and other activities.

This lot will be for various Media Advertising Services and includes:

- Print
- Digital
- Audio/Visual
- Outdoor including Billboards/Buses/Other Outdoor display sites, etc.
- Other media advertising services including Full Campaign options and combined packages, etc.

Please note: The Authority requires a direct relationship with each local media supplier.

The term of the Approved Supplier List Agreement shall be 1 March 2022 until 29 February 2024 with the option to extend for up to 24 months a further one year plus one year at the sole discretion of the Authority.

Potential Suppliers should note that this is a non-exclusive Approved Supplier List and that no guarantee can be given with regard to the volume or value of work under either of the lots/Media Advertising Services.

The closing date for receipt of Tenders is 14:00Hrs on 4 January 2022.

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

Quality criterion - Name: Publishing Adverts (includes Broadcast / displayed / delivered) /  
Weighting: 25

Quality criterion - Name: Media Advertising Services and Target Audience / Weighting: 5

Quality criterion - Name: Deadlines and Artwork / Weighting: 5

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 60

#### **II.2.6) Estimated value**

Value excluding VAT: £360,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: Yes

Description of options

There is the option to extend for up to 24 months a further one year plus one year at the sole discretion of the Authority.

#### **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**

All values are estimated for the duration of the framework including any possible extension period. There is guarantee of any value or volume of work.



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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

4 January 2022

Local time

2:00pm

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

4 January 2022

Local time

2:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

Potential suppliers can register their interest and download the tender pack by visiting [www.procontract.due-north.com](http://www.procontract.due-north.com) and searching for tender reference number DN555404. The estimated values set out in this contract notice are the total estimated value for the initial term and any possible extension option(s) for each Lot. The value is based on the historical usage, however, potential suppliers must note that there is no guarantee of value of volume of work for either lot.

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

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

The High Court

London

WC2A 2LL

Country

United Kingdom