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Contract

Advertising Services Framework Agreement

University of Huddersfield

F03: Contract award notice

Notice identifier: 2021/S 000-029670

Procurement identifier (OCID): ocds-h6vhtk-02c2ba

Published 30 November 2021, 11:53am

Section I: Contracting authority

I.1) Name and addresses

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

Contact

Claire Gunton

Email

c.gunton@hud.ac.uk

Country

United Kingdom

NUTS code

UKE44 - Calderdale and Kirklees

Internet address(es)

Main address

<https://in-tendhost.co.uk/universityofhuddersfield>

Buyer's address

www.hud.ac.uk

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

Advertising Services Framework Agreement

Reference number

HUD-MAR-015

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University intends to appoint a single supplier to deliver requirements under the Advertising Services framework agreement, covering all advertising services including both Digital and Out of Home as the predominant elements, as well as any Broadcast or other advertising services as required.

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: £3,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKE44 - Calderdale and Kirklees

Main site or place of performance

Huddersfield

II.2.4) Description of the procurement

The University intends to appoint a single supplier to deliver requirements under the Advertising Services framework agreement, covering all advertising services including both Digital and Out of Home as the predominant elements, as well as any Broadcast or other advertising services as required. Whilst it is our preference for the successful supplier to fulfil the full range of requirements using in-house resources, it is acceptable for bidders to propose a sub-contracted service to satisfy requirements relating to Out of Home and Broadcast Advertising. Bidders must not sub-contract the core services relating to Digital Advertising. The appointed supplier will provide services in media planning, media buying and campaign optimisation and measurement. The University has existing frameworks in place that cover Design Services and Film and Video Services; it is expected that the appointed supplier will work collaboratively with the agencies on these frameworks as required, to deliver successful visual campaign assets.

II.2.5) Award criteria

Price

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: No

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

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: [2021/S 000-015174](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Advertising Services Framework Agreement

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 November 2021

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

RH Advertising Ltd

Richmond Court, Emperor Way

Exeter

EX1 3QT

Country

United Kingdom

NUTS code

- UKK4 - Devon

Internet address

<https://www.rhadvertising.co.uk/>

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: £300,000

Total value of the contract/lot: £300,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Huddersfield

Queensgate

Huddersfield

HD1 3DH

Email

procurement@hud.ac.uk

Country

United Kingdom