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Contract

Local Media Direct Buying Solutions

Isle of Wight Council

F03: Contract award notice

Notice identifier: 2022/S 000-029786

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

Published 21 October 2022, 2:49pm

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

Telephone

+44 1983821000

Country

United Kingdom

Region code

UKJ34 - Isle of Wight

Internet address(es)

Main address

<http://www.iwight.com>

Buyer's address

<http://www.iwight.com>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

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”) invited 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 followed 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.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Lowest offer: £0.01 / Highest offer: £410,000 taken into consideration

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”) invited 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 was 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.

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.2.11) 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”) invited 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 was 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.

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.2.11) 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.

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 000-028706](#)

Section V. Award of contract

Contract No

1 - Primary

Lot No

1

Title

Lot 1 - Official Notices

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 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

Newsquest Media Group Limited

Brannon House, 123 Pyle Street,

Newport

PO30 1ST

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £50,000 taken into consideration

Section V. Award of contract

Contract No

2

Lot No

1

Title

Lot 1 - Official Notices

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 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

IW Observer Ltd

Bridgecourt House, Whitwell Road

Godshill

PO38 3JU

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £50,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Island Echo Ltd.

1st Floor Office, Parkway Joinery, Nicholson Road,

Ryde

PO33 1BE

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Isle of Wight Jobs Ltd

1 Cross Street,

Ryde,

PO33 2AA

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

IW Observer Ltd

Bridgecourt House Whitwell Road

Godshill

PO38 3JU

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Newsquest Media Group Limited

Brannon House 123 Pyle Street,

Newport

PO30 1ST

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

On The Wight Limited

25 Pier Street

Ventnor

PO38 1SX

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Total Sense Media (Isle of Wight Radio & Beacon Magazine)

8 - 10 Dodnor Ind Est

Newport.

PO30 5XE

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section V. Award of contract

Lot No

2

Title

Lot 2 - General Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 May 2022

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Vectis Radio

Riverside Centre

Newport

PO302QR

Country

United Kingdom

NUTS code

- UKJ34 - Isle of Wight

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £0.01 / Highest offer: £360,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

Due to delays Lot 1 - Official Notices initial term 1 April 2022 to 31 March 2024 . Lot 2 initial term 15 June 2022 to 14 June 2024. The estimated values set out in this 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. Values given are estimated for the total spend on the particular lot of the ASL over the total duration of the contract including any possible extension period and between all the suppliers. For Lot 1 there is a primary supplier and a second supplier. Lot 2 suppliers cover different advertising media and therefore the values are not indicative of the spend with any particular supplier over the duration of the contract.

VI.4) Procedures for review

VI.4.1) Review body

The High Court

London

Country

United Kingdom