

**United Kingdom-Hatfield: Specialty design services**  
**OJ S 162/2020 21/08/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: University of Hertfordshire

Postal address: MacLaurin Building, 4 Bishops Square, Herts

Town: Hatfield

NUTS code: UKH23 Hertfordshire

Postal code: AL10 9NE

Country: United Kingdom

Contact person: Procurement Department

E-mail: [a.j.aldridge@herts.ac.uk](mailto:a.j.aldridge@herts.ac.uk)

Telephone: +44 1707284090

**Internet address(es):**

Main address: [www.herts.ac.uk](http://www.herts.ac.uk)

Address of the buyer profile: <https://in-tendhost.co.uk/universityofhertfordshire>

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Design and Media Services — 2017

Reference number: 17035

**II.1.2. Main CPV code**

79930000 Specialty design services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Provision of a design and media service for the University and its subsidiary companies.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 5 529 000,00 GBP

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

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

Integrated Creative Services

Lot No: 1

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

22314000 Designs, 79822500 Graphic design services

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Full services agencies to provide a wide range of creative design and media services.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

#### **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:  
yes

Identification of the project: ESIF

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

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

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

Media Services

Lot No: 2

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

22314000 Designs

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Media services.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

#### **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:

yes

Identification of the project: ESIF

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

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

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

Copywriting and Speech Writing

Lot No: 3

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

22314000 Designs

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Copywriting and speech writing.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

### **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:

yes

Identification of the project: ESIF

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

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

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

Independent Designers — Design and Creative Services

Lot No: 4

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

22314000 Designs

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Independent designers — design and creative services.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

**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:

yes

Identification of the project: ESIF

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Video Production Design and Creative Services

Lot No: 5

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

22314000 Designs, 32354500 Video films

**II.2.3. Place of performance**

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Video production design and creative services.

**II.2.5. Award criteria**

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

**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:

yes

Identification of the project: ESIF

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Website and Digital Optimisation Services

Lot No: 6

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

22314000 Designs, 79415200 Design consultancy services

**II.2.3. Place of performance**

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Website and digital optimisation services.

**II.2.5. Award criteria**

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

**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:

yes

Identification of the project: ESIF

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Telemarketing Services

Lot No: 7

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

22314000 Designs

**II.2.3. Place of performance**

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Telemarketing services.

**II.2.5. Award criteria**

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

**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

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Market Research and Insight Services

Lot No: 8

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

22314000 Designs, 79310000 Market research services

**II.2.3. Place of performance**

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Market research and insight services.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

#### **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:  
yes

Identification of the project: ESIF

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

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

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

Photography

Lot No: 9

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

22315000 Photographs, 79961000 Photographic services

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Photography.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

#### **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:  
yes

Identification of the project: ESIF

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

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

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

Design Services for Universitybus

Lot No: 10

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

22314000 Designs, 79822500 Graphic design services

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

NUTS code: UKH23 Hertfordshire

Main site or place of performance:

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

Design services for Universitybus, who are a wholly owned subsidiary of the University running a public bus company.

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

Quality criterion - Name: Quality aspects / Weighting: 65

Cost criterion - Name: Pricing aspects / Weighting: 35

### **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

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

## **Section IV: Procedure**

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### **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 in the OJ S: [2018/S 095-216208](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 1

**Title:**

Integrated Creative Services

A contract/lot is awarded: yes

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

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

12/10/2018

**V.2.2. Information about tenders**

Number of tenders received: 21

Number of tenders received from SMEs: 20

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: 21

The contract has been awarded to a group of economic operators: yes

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

Official name: Milestone Creative

Postal address: Abbey Barn Lane

Town: High Wycombe

NUTS code: UKJ13 Buckinghamshire CC

Postal code: HP10 9QQ

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Brass Agency

Postal address: Moorfield House, Headingley

Town: Leeds

NUTS code: UKE42 Leeds

Postal code: LS6 2AH

Country: United Kingdom

The contractor is an SME: no

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

Official name: PS London

Postal address: Eagle Wharf Road

Town: London

NUTS code: UKI42 Tower Hamlets

Postal code: N1 7ER

Country: United Kingdom

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 1 600 000,00 GBP

Total value of the contract/lot: 1 600 000,00 GBP

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 4

**Title:**

Independent designers

A contract/lot is awarded: yes

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

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

13/11/2018

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

Number of tenders received: 20

Number of tenders received from SMEs: 20

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: 20

The contract has been awarded to a group of economic operators: yes

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

Official name: Heylin Smith

Postal address: 54 Norman Road

Town: Tunbridge Wells

NUTS code: UKJ45 Mid Kent

Postal code: TN1 2RT

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Mark Cartledge

Postal address: Granary Cottage, Eye Lane

Town: Luston

NUTS code: UKG11 Herefordshire, County of

Postal code: HR6 0DU

Country: United Kingdom

The contractor is an SME: yes

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

Official name: RF Design

Postal address: 237 South Park Road

Town: London

NUTS code: UKI62 Croydon

Postal code: SW19 8RY

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Stiwdio

Postal address: 12 Ty-Pica Drive

Town: Wenove

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF5 6BS

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Tonic Fusion

Postal address: Sandridge Park, Porters Wood  
Town: St Albans  
NUTS code: UKH23 Hertfordshire  
Postal code: AL3 6PH  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 200 000,00 GBP  
Total value of the contract/lot: 200 000,00 GBP

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 2

**Title:**

Media Services

A contract/lot is awarded: yes

**V.2. Award of contract**

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

20/09/2018

**V.2.2. Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 8

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: 10

The contract has been awarded to a group of economic operators: yes

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

Official name: Penna plc

Postal address: Millenium Bridge House, 2 Lambeth Hill

Town: London

NUTS code: UKI45 Lambeth

Postal code: EC4V 4BG

Country: United Kingdom

The contractor is an SME: no

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

Official name: Brass Agency

Postal address: Moorfield House, Headingley

Town: Leeds

NUTS code: UKE42 Leeds

Postal code: LS6 2AH

Country: United Kingdom

The contractor is an SME: no

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

Official name: SMRS Ltd  
Postal address: Brook House, 77 Fountain Street  
Town: Manchester  
NUTS code: UKD33 Manchester  
Postal code: M2 2EE  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 2 400 000,00 GBP  
Total value of the contract/lot: 2 400 000,00 GBP

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 3

**Title:**

Copywriting and Speechwriting

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

13/12/2018

**V.2.2. Information about tenders**

Number of tenders received: 5  
Number of tenders received from SMEs: 5  
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: 5  
The contract has been awarded to a group of economic operators: yes

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

Official name: Proseworks  
Postal address: 17 Hampden Way  
Town: Rugby  
NUTS code: UKG13 Warwickshire  
Postal code: CV22 7NW  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Two Copywriters  
Postal address: 49 Portland Road West Bridgford  
Town: Nottingham  
NUTS code: UKF14 Nottingham

Postal code: NG2 6DN  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Prominent PR  
Postal address: Masterlord Office Village  
Town: Ipswich  
NUTS code: UKH14 Suffolk  
Postal code: IP3 9FF  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 154 000,00 GBP  
Total value of the contract/lot: 154 000,00 GBP

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 5

**Title:**

Video Production Design and Services

A contract/lot is awarded: yes

**V.2. Award of contract**

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

03/05/2019

**V.2.2. Information about tenders**

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

The contract has been awarded to a group of economic operators: yes

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

Official name: Spectrecom  
Postal address: 373 Kennington Road  
Town: London  
NUTS code: UKI63 Merton, Kingston upon Thames and Sutton  
Postal code: SE11 4PT  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: AJL Productions

Postal address: 16 Plough Hill, Cuffley  
Town: Potters Bar  
NUTS code: UKH23 Hertfordshire  
Postal code: EN6 4DR  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Deadline Digital  
Postal address: County Way  
Town: Barnsley  
NUTS code: UKE31 Barnsley, Doncaster and Rotherham  
Postal code: S70 2JW  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 210 000,00 GBP  
Total value of the contract/lot: 210 000,00 GBP

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 6

**Title:**

Website and Digital Optimisation Services

A contract/lot is awarded: yes

**V.2. Award of contract**

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

20/02/2019

**V.2.2. Information about tenders**

Number of tenders received: 8

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: 8

The contract has been awarded to a group of economic operators: yes

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

Official name: Brass Agency  
Postal address: Moorfield House, Headingley  
Town: Leeds  
NUTS code: UKE42 Leeds  
Postal code: LS6 2AH  
Country: United Kingdom  
The contractor is an SME: no

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

Official name: Tonic Fusion  
Postal address: Sandridge Park, Porters Wood  
Town: St Albans  
NUTS code: UKH23 Hertfordshire  
Postal code: AL3 6PH  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Ubiquity Group  
Postal address: Parc Ty Glas Llanishen  
Town: Cardiff  
NUTS code: UKL22 Cardiff and Vale of Glamorgan  
Postal code: CF14 5DU  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 375 000,00 GBP  
Total value of the contract/lot: 375 000,00 GBP

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 7

**Title:**

Telemarketing Services

A contract/lot is awarded: no

**V.1. Information on non-award**

**The contract/lot is not awarded**

Other reasons (discontinuation of procedure)

**Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 8

**Title:**

Market Research and Insight Services

A contract/lot is awarded: no

**V.1. Information on non-award**

**The contract/lot is not awarded**

Other reasons (discontinuation of procedure)

## Section V: Award of contract

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**Contract No:** 17035

**Lot No:** 9

**Title:**

Photography Services

A contract/lot is awarded: yes

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

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

05/02/2019

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

Number of tenders received: 5

Number of tenders received from SMEs: 5

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: 5

The contract has been awarded to a group of economic operators: yes

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

Official name: Curious Agency

Postal address: 16 School lane

Town: Braybrooke

NUTS code: UKF24 West Northamptonshire

Postal code: LE16 8LS

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Elizabeth Dalziel Photographer

Postal address: 4 Shrublands Ave

Town: Berkhamsted

NUTS code: UKH23 Hertfordshire

Postal code: HP4 3JH

Country: United Kingdom

The contractor is an SME: yes

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

Official name: Ian Scott Photography

Postal address: 1 Valley Rise

Town: St Albans

NUTS code: UKH23 Hertfordshire

Postal code: AL4 8JF

Country: United Kingdom

The contractor is an SME: yes

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

Official name: P Stevens

Postal address: 43 Mardley Hill  
Town: Welwyn  
NUTS code: UKH23 Hertfordshire  
Postal code: AL6 0TT  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Simon Wright Photography  
Postal address: 15 Magnolia Close  
Town: Hertford  
NUTS code: UKH23 Hertfordshire  
Postal code: SG13 7UR  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 190 000,00 GBP  
Total value of the contract/lot: 190 000,00 GBP

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 17035

**Lot No:** 10

**Title:**

Design Services for Uno

A contract/lot is awarded: yes

**V.2. Award of contract**

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

05/11/2018

**V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

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: 5

The contract has been awarded to a group of economic operators: yes

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

Official name: KMS Design  
Postal address: 14 Lilbourne Drive  
Town: Hertford  
NUTS code: UKH23 Hertfordshire  
Postal code: SG13 7WS  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Best Impressions  
Postal address: 15 Starfield Road  
Town: London  
NUTS code: UKI34 Wandsworth  
Postal code: W12 9SN  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Agito Transport Planning  
Postal address: 4 Maes Glas, Deganwy  
Town: Conwy  
NUTS code: UKL13 Conwy and Denbighshire  
Postal code: LL31 9SW  
Country: United Kingdom  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 400 000,00 GBP  
Total value of the contract/lot: 400 000,00 GBP

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

This is an award notice for a tender process already completed. It is not a call for competition for a new tender exercise.

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Crown Commercial Services  
Town: Liverpool  
Country: United Kingdom

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

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

Official name: University of Hertfordshire  
Postal address: MacLaurin Building, 4 Bishops Square, Herts  
Town: Hatfield  
Postal code: AL10 9NE  
Country: United Kingdom  
E-mail: [k.barritt@herts.ac.uk](mailto:k.barritt@herts.ac.uk)  
Telephone: +44 1707284905  
Internet address: [www.herts.ac.uk](http://www.herts.ac.uk)

**VI.5. Date of dispatch of this notice**

17/08/2020

