

United Kingdom-Coventry: Specialty design services
OJ S 22/2020 31/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Orbit Group Ltd
Postal address: Garden Court
Town: Coventry
NUTS code: UK United Kingdom
Postal code: CV3 2SU
Country: United Kingdom
Contact person: Miss Emily Rogers
E-mail: emily.rogers@orbit.org.uk
Telephone: +44 7899856419

Internet address(es):

Main address: <http://www.orbit.org.uk>
Address of the buyer profile: <http://www.orbit.org.uk>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

OG — Creative Design Agency Framework — PP989
Reference number: DN435735

II.1.2. Main CPV code

79930000 Specialty design services

II.1.3. Type of contract

Services

II.1.4. Short description

Orbit is seeking to appoint preferred suppliers by lot to enter into a framework contract to provide creative design agency services across orbit group as specified in the accompanying documents. We seek service providers with the ability to transform our marketing and design briefs into innovative engagement which will help convey recognition of the orbit brand. This

will require any supplier to have knowledge of our audiences and customer base and how a registered social housing provider works. To meet the varied requirements orbit is establishing a multi-provider framework agreement which will be divided into 3 lots as indicated follows:

- creative and conceptual design — customer and corporate communication and marketing,
- digital communication and marketing,
- creative design and art working.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

II.2. Description

II.2.1. Title

Creative and Conceptual Design

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The appointed providers will complete 'mini tenders' or be subject to call-off to deliver any significant and ad hoc, creative conceptual design, brand implementation and marketing solutions such as business plans, annual reports and strategic/creative marketing collateral, as well as customer communication such as, strategic marketing, copy-writing, creative design, resident newsletters, posters, leaflets, flyers, rich media for digital platforms, exhibition design and any other associated works required based on specific briefs from the marketing and communications team.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Digital Communication and Marketing

Lot No: 2

II.2.2.

Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The appointed provider will complete 'mini tenders' or be subject to call-off to deliver design, marketing and communication solutions using digital platforms, including the development of social media solutions, film, gamification, 3D visualisation, app development, web development and digital marketing including any new digital developments for the Group, monitoring and reporting of e-marketing using software such as Google analytics, which all sit above and beyond routine website upgrades and business-as-usual digital communication.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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**

Creative Design and Art Working

Lot No: 3

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The appointed providers will complete 'mini tenders' to deliver any significant and ad-hoc, creative art working, posters, leaflets, flyers, graphics for digital platforms, exhibition banners, bid tender documents, creative marketing collateral based on specific briefs from the communications team and sales and marketing leads (capped for each job spend to be maximum 2 000 GBP).

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 179-436343](#)

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

Lot No: 1

Title:

Creative and Conceptual Design

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: Fiftytwo Degrees North Graphic Design Ltd

Town: Tamworth

NUTS code: UK United Kingdom

Postal code: B79 7HL

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 1

Title:

Creative and Conceptual Design

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: PO'Sh Creative Ltd

Town: Leamington Spa

NUTS code: UK United Kingdom

Postal code: CV31 2DH

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 1

Title:

Creative and Conceptual Design

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3.

Name and address of the contractor

Official name: Mordene Designs Ltd. trading as Astwood Design Consultancy

Town: Bidford-on-Avon

NUTS code: UK United Kingdom

Postal code: B50 4BG

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 2

Title:

Digital Communication and Marketing

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: 22 Design Ltd

Town: London

NUTS code: UK United Kingdom

Postal code: EC1M 4AY

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 2

Title:

Digital Communication and Marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: Beattie Communications Group Ltd

Town: Falkirk

NUTS code: UK United Kingdom

Postal code: FK2 8HU

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 2

Title:

Digital Communication and Marketing

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: Eleven Marketing and Communications Ltd

Town: Cheshire

NUTS code: UK United Kingdom

Postal code: CW5 5ET

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 3

Title:

Creative Design and Art Working

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: Fiftytwo Degrees North Graphic Design Ltd

Town: Tamworth

NUTS code: UK United Kingdom

Postal code: B79 7HL

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

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

Lot No: 3**Title:**

Creative Design and Art Working

A contract/lot is awarded: yes

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

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: PO'Sh Creative Ltd

Town: Leamington Spa

NUTS code: UK United Kingdom

Postal code: CV31 2DH

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

Creative Design and Art Working

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2020

V.2.2. Information about tenders

Number of tenders received: 36

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

V.2.3. Name and address of the contractor

Official name: Mordene Designs Ltd trading as Astwood Design Consultancy

Town: Bidford-on-Avon

NUTS code: UK United Kingdom

Postal code: B50 4BG

Country: United Kingdom

The contractor is an SME: yes

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

Lowest offer: 300 000,00 GBP / Highest offer: 400 000,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: The Royal Courts of Justice

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

28/01/2020