

United Kingdom-London: Marketing services
OJ S 29/2018 10/02/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Southern Housing Group
Postal address: Fleet House, 59-61 Clerkenwell Road
Town: London
NUTS code: UKJ South East (England)
Postal code: EC1M 5LA
Country: United Kingdom
E-mail: contracts@shgroup.org.uk
Telephone: +44 2073241249
Internet address(es):
Main address: <http://www.shgroup.org.uk/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./76G2V9DYUV>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <http://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./76G2V9DYUV>
Tenders or requests to participate must be submitted to the abovementioned address

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

New Homes Marketing Services Framework

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Southern Housing Group (the "Group") wishes to establish a Framework Agreement for the provision of New Homes Marketing Services which will be split into seven (7) Lots as follows:

- Lot 1 - Campaigns,
- Lot 2 - Media,
- Lot 3 - Digital Marketing Communication,
- Lot 4 - Sales & Marketing Environment,
- Lot 5 - Social Media,
- Lot 6 - Public Relations,
- Lot 7 - Pre Sales & Sales Support.

II.1.5. Estimated total value

Value excluding VAT: 2 998 360,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description

II.2.1. Title

Campaigns

Lot No: 1

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: UKJ South East (England)

Main site or place of performance: South East (England).

II.2.4. Description of the procurement

The Group's Sales and Marketing Team wishes to procure graphic design services that offer a combination of strategy, design, technology and advertising services - that will create, place and define our services and product branding and strategic place-making for our New Homes programme.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 535 320,00 GBP

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

Duration in months: 48

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: 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

Media
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: UKJ South East (England)
Main site or place of performance: South East (England).

II.2.4. Description of the procurement

The Group's Sales and Marketing Team requires the services of a number of Media companies that can successfully, and cost-effectively, support the S&M Team to determine how and where to advertise our products and services, to maximise expose and generate quality leads.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 800 000,00 GBP

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

Duration in months: 48
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: 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 Marketing Communication
Lot No: 3

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UKJ South East (England)

Main site or place of performance: South East (England).

II.2.4. Description of the procurement

Companies in this lot will support the Group's S&M Team to effectively market their products and services online and through other relevant digital channels to engage with their customers. User experience, data security, and reliability of service are essential to the Group's digital marketing offer, and companies in this lot will support us to deliver in these key areas.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 612 640,00 GBP

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

Duration in months: 48

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: 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

Sales & Marketing Environment

Lot No: 4

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: UKJ South East (England)

Main site or place of performance: South East (England).

II.2.4. Description of the procurement

Companies within this lot must demonstrate they have the ability to make existing interior spaces into appealing functional sales and marketing environments. Determining space requirements and selecting decorative items, such as colors, lighting, and materials. In addition, you must be familiar with working with architectural drawings, and within building codes and regulations, and universal accessibility standards.

II.2.5.

Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 480 000,00 GBP

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

Duration in months: 48

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: 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

Social Media

Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKJ South East (England)

Main site or place of performance: South East (England).

II.2.4. Description of the procurement

Companies within this lot will support the Group with the promotion and education of their services and product through successful engagement with our customers and stakeholders on online social media platforms. This will involve content creation, coordinating paid advertising, and effective community management.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 151 600,00 GBP

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

Duration in months: 48

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: 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

Public Relations
Lot No: 6

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: UKJ South East (England)
Main site or place of performance: South East (England).

II.2.4. Description of the procurement

The companies within this lot must demonstrate their ability to strategically implement communication programmes that builds mutually beneficial relationships between the Group and the public.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 238 800,00 GBP

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

Duration in months: 48
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: 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

Pre Sales & Sales Support
Lot No: 7

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKJ South East (England)

Main site or place of performance: South East (England).

II.2.4. Description of the procurement

The companies within this lot must demonstrate their ability to assist in optimising a developments potential for sale and show in depth knowledge of the New Homes Sales market to achieve competitive prices and strong sales rates.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 180 000,00 GBP

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

Duration in months: 48

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: 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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Any requirements are set out in the Invitation To Tender (ITT) consistent with the provisions of the Public Procurement Regulations 2015.

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

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

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: 13/03/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

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

Tender must be valid until: 13/11/2018

IV.2.7. Conditions for opening of tenders

Date: 13/03/2018 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:
February 2022.

VI.3. Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

— <https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./76G2V9DYUV>

To respond to this opportunity, please click here:

— <https://www.delta-esourcing.com/respond/76G2V9DYUV>

GO Reference: GO-201828-PRO-11869012.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Court of Justice

Postal address: The Strand

Town: London

Postal code: WC2 2LL

Country: United Kingdom

Telephone: +44 2079476000

VI.4.2. Body responsible for mediation procedures

Official name: Centre for Effective Dispute Resolution (CEDR)

Postal address: 70 Fleet Street

Town: London

Postal code: EC4Y 1EU

Country: United Kingdom

Telephone: +44 2075366000

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

Official name: Cabinet Office

Postal address: 70 Whitehall

Town: London

Postal code: SW1A 2AS

Country: United Kingdom

Telephone: +44 2072761234

VI.5. Date of dispatch of this notice

08/02/2018