

**United Kingdom-London: Marketing services**

OJ S 43/2015 03/03/2015

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Islington and Shoreditch Housing Association

Postal address: 102 Blackstock Road

Town: London

Postal code: N4 2DR

Country: United Kingdom

Contact person: Procurement and Supply Chain Management Team

For the attention of: Alan Saunders, Cora Marler

Telephone: +44 2070619000

**Internet address(es):**General address of the contracting authority: [https://www.isha.co.uk/about\\_isha](https://www.isha.co.uk/about_isha)Electronic access to information: [www.mytenders.org](http://www.mytenders.org)Electronic submission of tenders and requests to participate: [www.mytenders.org](http://www.mytenders.org)**Additional information can be obtained from:**

Official name: Sweett Group Ltd

Postal address: 60 Gray's Inn Road

Town: London

Postal code: WC1X 8AQ

Country: United Kingdom

Contact person: Procurement and Supply Chain Management

For the attention of: Alan Saunders/Cora Marler

Telephone: +44 2070619000

Internet address: <http://www.sweettgroup.com>**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Sweett Group Ltd

Postal address: 60 Gray's Inn Road

Town: London

Postal code: WC1X 8AQ

Country: United Kingdom

Contact person: Procurement and Supply Chain Management

For the attention of: Alan Saunders/Cora Marler

Telephone: +44 2070619000

Internet address: <http://www.sweettgroup.com>**Tenders or requests to participate must be submitted:** Official name: Sweett Group Ltd

Postal address: 60 Gray's Inn Road

Town: London

Postal code: WC1X 8AQ

Country: United Kingdom

Contact person: Procurement and Supply Chain Management

For the attention of: Alan Saunders/Cora Marler  
Telephone: +44 2070619000  
Internet address: <http://www.sweettgroup.com>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Housing and community amenities

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Islington and Shoreditch Housing Association — Shared Ownership Marketing Agent.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: North and East London especially in Hackney, Islington and Waltham Forest.

NUTS code UKI12 Inner London - East

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

Islington and Shoreditch Housing Association (ISHA) are seeking a shared ownership marketing agent for the 2015/18 programme to manage marketing activities for shared ownership units.

The marketing requirement for the 90 plus planned dwellings will be spread over 2/3 years and comprise of at least 4/5 projects.

From review of the Shared Ownership briefing document the requirements sought include:

- detailed knowledge of shared ownership procedures,
- excellent customer service,
- excellent knowledge of local sales conditions,
- awareness of market trends,
- ability to target sales.

Good record keeping

- in depth awareness of Diversity issues,
- good working relationship with mortgage lenders,
- produce high quality of marketing material,
- ability to control sales process,
- speed of sales process.

Note: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at [http://www.myTenders.org/Search/Search\\_Switch.aspx?ID=148851](http://www.myTenders.org/Search/Search_Switch.aspx?ID=148851).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at [http://www.myTenders.org/sitehelp/help\\_guides.aspx](http://www.myTenders.org/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

**II.1.6. CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy services, 79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342100 Direct marketing services

**II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.1.8. Lots**

This contract is divided into lots: no

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

Islington and Shoreditch Housing Association are seeking a single provider to cover their shared ownership marketing requirements.

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

This contract is subject to renewal: no

**II.3. Duration of the contract or time limit for completion**

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

Appropriate levels of insurance will also be required. Further information will be provided within the PQQ and tender documentation.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

All financing conditions and payment arrangements will be set out in the PQQ and tender documentation.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

No legal form is required. If the candidate is a joint venture or consortium, the Contracting Authority shall require members to accept joint and several liability.

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Consultants may be required to participate in the achievements of social/ or environmental policy objectives relating to recruitment, training, and supply chain initiatives. Accordingly contract performance conditions may relate to the social and environmental considerations.

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Candidates are referred to Regulation 23 of the Public Contracts Regulations 2006 (as amended). Further information will be provided in the PQQ and Tender documentation generally.

#### **III.2.2. Economic and financial ability**

List and brief description of conditions: Candidates are referred to Regulation 24 of the Public Contracts Regulations 2006 (as amended). Further information will be provided in the PQQ and Tender documentation generally.

Minimum level(s) of standards possibly required: Candidates may be subject to an independent financial check. Further information will be provided in the PQQ and Tender documentation generally.

#### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Candidates are referred to Regulation 25 of the Public Contracts Regulations 2006 (as amended). Further information will be provided in the PQQ and Tender documentation.

#### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Restricted

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

#### **IV.3.2. Previous publication concerning this procedure**

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

30.3.2015 - 14:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

6.4.2015

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.8. Conditions for opening of tenders**

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

#### **VI.2. Information about European Union funds**

#### **VI.3. Additional information**

The Contracting Authority reserves the right to cancel the procurement process at any stage. The Contracting Authority does not accept liability for any cost incurred in tendering. (MT Ref:148851).

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: High Court of England & Wales

Postal address: The Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

Telephone: +44 2079476000

##### **Body responsible for mediation procedures**

Official name: High Court of England & Wales

Postal address: The Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

Telephone: +44 2079476000

##### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Candidates are referred to the Public Contract Regulations 2006 (as amended).

**VI.4.3. Service from which information about the review procedure may be obtained**

Official name: Cabinet Office

Postal address: Rosebery Court St Andrews Business Park

Town: Norwich

Postal code: NR7 0HS

Country: United Kingdom

E-mail: [servicedesk@cabinet-office.gsi.gov.uk](mailto:servicedesk@cabinet-office.gsi.gov.uk)

Telephone: +44 2079476000

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

26.2.2015