

United Kingdom-London: Marketing services
OJ S 60/2019 26/03/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Newlon Housing Trust

Postal address: Newlon House, 4 Daniel Walk, Hale Village

Town: London

NUTS code: UKI4 Inner London - East

Postal code: N17 9FE

Country: United Kingdom

Contact person: Nadja Rajgelj

E-mail: nadja.rajgelj@newlon.org.uk

Telephone: +44 2076137591

Internet address(es):

Main address: <https://www.newlon.org.uk/>

Address of the buyer profile: <https://www.newlon.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

Property Sales Marketing Services Framework

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Newlon is seeking information to be used to appoint up to 5 suppliers to the framework to deliver property sales marketing services. Successful suppliers will work with Newlon's Sales team designing marketing information required to sell Newlon's shared ownership homes in a number of London boroughs. In addition, Newlon has a smaller number of private sales homes to be marketed to a different audience. We are looking for marketing experts with a proven track record of working with an RP who understand our business, prospective purchasers and can offer us an efficient first class service with innovative ideas in a very competitive market.

We are looking for a fully managed provision of the service for property sales and implementation of a marketing strategy to meet the set objectives for each individual scheme. We are looking for an innovative approach to selling shared ownership and private sale homes off-plan and this should be demonstrated in all forms of collateral.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 700 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKI London

II.2.4. Description of the procurement

The scope of the services includes, but is not limited to:

- design of scheme specific branding – eye catching, current, unique and relevant,
- design and production of scheme sales brochure/-s in both print and web-suitable formats,
- printing of sales brochures and other sales literature which includes recommending materials for print and liaising with suppliers,
- production and printing of a range of other marketing materials — for example exhibition stands, pop-up/pull-up stands, promotional branded items and storage of such items as required,
- copywriting, covering but not be limited to providing copy for scheme brochures, producing adverts, promotional advertorials and scheme specific editorial if required,
- production of floor plans, block plans, site maps and other scheme drawings, created using architects plans supplied by Newlon which on occasion require cleaning of additional layers of information; information to be supplied in CAD where possible,
- local area photography of schemes,
- supply of all scheme assets including logos, photography and floor plans in JPEG for use on our website and various other property portals,
- production of photorealistic computer-generated images for marketing purposes,
- design and build of content managed microsites for larger developments ensuring the content is current and up to date at all times,
- design of on-site signage such as hoardings, banners and contra-vision panels,
- installation of the above on site signage including but not limited to liaising with construction site staff and supplying them with the necessary information required before gaining access to site,
- project management of any out sourced services, such as photography and signage installation, CGI production, 2D and 3D floor plans and printing,
- liaison with media buyers with quick turnarounds (including same day) and in the right format,
- design and production of sales aids for marketing suite/show homes and launch events, such as plot boards and general signage,
- design of artwork for online and offline advertising,
- design and/or production of HTML emailers,

- design and/or production of digital adverts such as GIF's, banner adverts or Facebook advertising images,
- design of outdoor advertising such as train station adverts, 48 sheet and 96 sheet outdoor posters,
- design and/or production of information leaflets and guides,
- supply of all design files in their native format e.g. Indesign/Photoshop/Illustrator,
- managing requirements for Affordable Home Shows Newlon choose to participate in and the hiring or any additional items required including helium for balloons and tablets,
- scheme-specific launch events, including but not limited to booking relevant venues as approved by Newlon, planning and securing any catering requirements and assisting with event delivery,
- show flat fit-outs (if required).

II.2.5. Award criteria

- Quality criterion - Name: Scenario / Weighting: 14
- Quality criterion - Name: Brand development / Weighting: 14
- Quality criterion - Name: Off-plan selling / Weighting: 10.5
- Quality criterion - Name: Account management / Weighting: 10.5
- Quality criterion - Name: Monitoring and performance management / Weighting: 7
- Quality criterion - Name: Flexibility / Weighting: 7
- Quality criterion - Name: Outsources services / Weighting: 3.5
- Quality criterion - Name: Social value / Weighting: 3.5
- 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: [2018/S 216-494248](#)

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

Title:

Property Sales Marketing Services Framework

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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: 4

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

V.2.3. Name and address of the contractor

Official name: Oracle Advertising Services Ltd

National registration number: 3083334

Town: Southwick

NUTS code: UK United Kingdom

Postal code: BN42 4FN

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: 700 000,00 GBP

Total value of the contract/lot: 700 000,00 GBP

V.2.5. Information about subcontracting

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Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Four Communications Group Ltd

National registration number: 05114815

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 700 000,00 EUR

V.2.5. Information about subcontracting

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Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Strudel London Ltd

National registration number: 09943984

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 700 000,00 EUR

V.2.5. Information about subcontracting

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Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Focus Integrated Marketing Communications Ltd

National registration number: 03378775

Town: Feering

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Total value of the contract/lot: 700 000,00 EUR

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: Royal Courts of Justice

Postal address: Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: Royal Courts of Justice

Postal address: Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

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

Official name: Crown Commercial Services

Postal address: Roseberry Court

Town: Norwich

Postal code: Nr7 0HS
Country: United Kingdom

VI.5. Date of dispatch of this notice
21/03/2019