

**United Kingdom-Castleford: Marketing services**

OJ S 140/2017 25/07/2017

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Bridge Homes (Yorkshire) LLP  
National registration number: OC394414  
Postal address: Merefield House, Whistler Drive  
Town: Castleford  
NUTS code: UKE4 West Yorkshire  
Postal code: WF10 5HX  
Country: United Kingdom  
Contact person: Mr Paul Clarke  
E-mail: [procurement@wdh.co.uk](mailto:procurement@wdh.co.uk)  
Telephone: +44 1977724493

**Internet address(es):**

Main address: <http://bridgehomesyorkshire.co.uk/>  
Address of the buyer profile: <http://bridgehomesyorkshire.co.uk/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://procontract.due-north.com/Opportunities/Index>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://procontract.due-north.com/Opportunities/Index>

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

Body governed by public law

**I.5. Main activity**

Housing and community amenities

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Bridge Homes Marketing Services.  
Reference number: DN288772

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Bridge Homes (Yorkshire) LLP is a Joint Venture Limited Liability Partnership established by Wakefield and District Housing Limited (WDH) and Wakefield Council to develop land for new build properties, more information is available at: <http://bridgehomesyorkshire.co.uk/>  
Bridge Homes (Yorkshire) LLP require a provider of marketing services to the organisation for an agreement for a duration of up to 6 years. Further details are provided in the procurement process documentation available via the ProActis ProContract eTendering system link: <https://procontract.due-north.com/Opportunities/Index>

#### **II.1.5. Estimated total value**

Value excluding VAT: 280 000,00 GBP

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

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

NUTS code: UKE4 West Yorkshire

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

The marketing services provider are required to demonstrate that they understand what Bridge Homes wants to achieve and to present a comprehensive forward marketing strategy and detailed marketing delivery plan to allow this to be realised, commensurate with Bridge Homes' specific market and regional requirements.

Furthermore the successful organisation will be expected to perform numerous marketing services activities in support of Bridge Homes' key activities and values. Additional information in relation to this and this procurement process are detailed within the procurement documentation available via the ProActis ProContract eTendering system link:

<https://procontract.due-north.com/Opportunities/Index>

#### **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**

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

Duration in months: 72

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 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**

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

Date: 25/08/2017 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**

Duration in months: 6 (from the date stated for receipt of tender)

### **IV.2.7. Conditions for opening of tenders**

Date: 25/08/2017 Local time: 14:00

Place:

Merefield House, Whistler Drive, Castleford. WF10 5HX.

## **Section VI: Complementary information**

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

This is a recurrent procurement: no

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

The following contracting authorities will be entitled to agree and award underlying contracts under the proposed agreement as and when required:

Bridge Homes (Yorkshire) LLP

Merefield House, Whistler Drive, Castleford, WF10 5HX,

United Kingdom

Company number OC394414

Wakefield and District Housing Limited,

Merefield House, Whistler Drive, Castleford, WF10 5HX

United Kingdom

<http://www.wdh.co.uk/>

Company number: a registered society under the Co-operative and Community Benefit Societies Act 2014 (No 7530)

WDH Solutions Limited

Merefield House, Whistler Drive, Castleford, WF10 5HX,

United Kingdom

Company number 05802087

Northern Shared Services Limited

Merefield House, Whistler Drive, Castleford WF10 5HX

United Kingdom

Company number 08466580

Registered Providers as defined by the Housing and Regeneration Act 2008 and who also act as Bodies Governed by Public Law within Regulation 3(w) of the Public Contracts Regulations 2006 SI2006/5 (as amended) and are currently registered on the Register of Providers of Social Housing <http://www.homesandcommunities.co.uk/ourwork/registrations-and-de-registrations>

and regulated by the Homes and Communities Agency (HCA)

Local authorities as defined by the Government on the Gov.UK website Local Council Directory and the Local Government Association website.

<http://www.direct.gov.uk/en/D11/Directories/Localcouncils/AToZOfLocalCouncils/index.htm>

<http://www.local.gov.uk/digital-councils/connect/a-z-councils-online>

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

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

Official name: Royal Court of Justice

Postal address: The Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

Telephone: +44 2079476000

Internet address: <http://www.hmcourts-service.gov.uk/>

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

Official name: Crown Commercial Service

Postal address: Rosebery Court, St Andrews Business Park

Town: Norwich

Postal code: NR7 0HS

Country: United Kingdom

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

21/07/2017