

United Kingdom-Coventry: Marketing services
OJ S 168/2019 02/09/2019
Contract 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.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://procontract.due-north.com/Advert/Index?advertId=ba45ae85-8dc9-e911-80f8-005056b64545>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://procontract.due-north.com/Advert/Index?advertId=ba45ae85-8dc9-e911-80f8-005056b64545>

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 Agency Framework — PP974
Reference number: DN432307

II.1.2. Main CPV code

79342000 Marketing 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 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) three lots as indicated follows:

- creative design and art working,
- digital communication,
- marketing and engagement support.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Creative Design and Art Working
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

Criteria below
Quality criterion - Name: Quality / Weighting: 70
Price - Weighting: 30

II.2.6. Estimated value

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 Communication
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 Orbit, monitoring and reporting of emarketing 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

Criteria below

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.6. Estimated value

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

Marketing and Engagement Support
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' or be subject to call-off to deliver any significant and ad hoc marketing support, writing press releases, interviewing spokespeople, drawing up target media lists and contacts and reporting evaluation, copywriting — covering editing, proofing and marketing copy.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.6. Estimated value**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 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 a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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: 27/09/2019 Local time: 15:00

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.2.7. Conditions for opening of tenders

Date: 27/09/2019 Local time: 15:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Orbit reserve the right not to award any agreement or to award any individual services pursuant to an agreement. Applicants should therefore note that provision of a submission to us does not guarantee any level/amount of work. We will not, in any circumstances, reimburse any expense incurred by the applicants in preparing their tender submission. All documents are available to download from the portal at www.housingprocurement.com
Providers will need to register on the website (free) then search for the tender in 'opportunities' under Orbit Housing and register interest to view documents and submit a response.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts of Justice

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

28/08/2019