

United Kingdom-London: Marketing services
OJ S 234/2015 03/12/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Shepherds Bush Housing Group
Postal address: Mulliner House, Flanders Road, Chiswick
Town: London
Postal code: W4 1NN
Country: United Kingdom
For the attention of: Anil Pandey
E-mail: anil.pandey@sbhg.co.uk
Telephone: +44 2089964285
Fax: +44 2089964262
Internet address(es):
General address of the contracting authority: <http://www.sbhg.co.uk>

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: yes
Official name: Inquilab Housing Association
Postal address: Somerville House, 50a Bath Road
Town: Hounslow
Postal code: TW3 3EE
Country: United Kingdom

Section II: Object of the contract

II.1. Description

II.1.1. Title

Marketing and Communication Services Contract.

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

Services
Main site or place of performance: West London.
NUTS code UKI11 Inner London - West

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4.

Short description of the contract or purchase(s)

Setting up of of framework agreement to support the development and delivery of marketing and communication activities including Public and Audience Relations, Print Production and Graphic Design, Event Management, Digital marketing, and Videography and Photography.

II.1.5. CPV code(s)

79342000 Marketing services, 79416000 Public relations services, 22100000 Printed books, brochures and leaflets, 79822500 Graphic design services, 79952000 Event services, 79961000 Photographic services, 92111000 Motion picture and video production services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Lowest offer 880 000 and Highest offer 1 000 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 40
2. Quality. Weighting 35
3. Social value. Weighting 5
4. Presentation/Interview. Weighting 20

IV.2.2. Information about electronic auction

An electronic auction has been 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

Contract notice

Notice number in the OJ S: [2014/S 203-359838](#) of 22.10.2014

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Public and Audience Relations

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Ice Creates

Postal address: Clear View 2-3 Abbots Quay Monks Ferry

Town: Wirral

Postal code: CH41 5LH

Country: United Kingdom

Telephone: +44 1516474700

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 1

- Lot title: Public and Audience Relations

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Four Communications

Postal address: 20 St Thomas Street

Town: London

Postal code: SE1 9BF

Country: United Kingdom

Telephone: +44 2036974200

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 2

- Lot title: Print Production and Graphic Design

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 9

V.3. Name and address of the contractor

Official name: Wonderberry

Postal address: 41-43 Saffron Hill

Town: London

Postal code: EC1N 0AY

Country: United Kingdom

Telephone: +44 2074049594

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 4

Lot No: 2

- Lot title: Print Production and Graphic Design

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 9

V.3. Name and address of the contractor

Official name: Graphic Impressions

Postal address: 8 North burgh Street

Town: London

Postal code: EC1V 0AY

Country: United Kingdom

Telephone: +44 2072535444

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 5

Lot No: 2

- Lot title: Print Production and Graphic Design

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 9

V.3. Name and address of the contractor

Official name: Four Communications

Postal address: 20 St Thomas Street

Town: London

Postal code: SE1 9BF

Country: United Kingdom

Telephone: +44 2036974200

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 6

Lot No: 3

- Lot title: Event Management

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Mint Events

Postal address: Dingle House 7 Dingle Lane, Cheshire

Town: Sandbach

Postal code: CW11 1FY

Country: United Kingdom

Telephone: +44 1270750070

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 7

Lot No: 3

- Lot title: Event Management

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Ice Creates

Postal address: Clear View 2-3 Abbots Quay

Town: Wirral

Postal code: CH41 5LH

Country: United Kingdom

Telephone: +44 1516474700

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 8

Lot No: 3

- Lot title: Event Management

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Wonderberry

Postal address: 41-43 Saffron Hill

Town: London

Postal code: EC1N 8FN

Country: United Kingdom

Telephone: +44 2074049594

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 9

Lot No: 4

- Lot title: Digital Marketing

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Ice Creates

Postal address: 2-3 Abbots Quay Monks Ferry

Town: Wirral

Postal code: CH41 5LH

Country: United Kingdom

Telephone: +44 1516474700

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 10

Lot No: 4

- Lot title: Digital Marketing

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Fortune West

Postal address: Cyber House Molly Millars Lane

Town: Wokingham

Postal code: RG14 2PX

Country: United Kingdom

Telephone: +44 1189790005

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 11

Lot No: 4

- Lot title: Digital Marketing

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Wonderberry

Postal address: 41-43 Saffron Hill

Town: London

Postal code: EC1N 8FN

Country: United Kingdom

Telephone: +44 2074049594

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 12

Lot No: 5

- Lot title: Videography and Photography

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Resource Production

Postal address: 27 Church Street

Town: Slough

Postal code: SL1 1PL

Country: United Kingdom

Telephone: +44 1753553374

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 13

Lot No: 5

- Lot title: Videography and Photography

V.1. Date of conclusion of the contract

7.9.2015

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Wonderberry

Postal address: 41-43 Saffron Hill

Town: London

Postal code: EC1N 8FN

Country: United Kingdom

Telephone: +44 2074049594

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: SBHA will incorporate a minimum of 10 calendar days standstill period following electronic notification to unsuccessful candidates of the award of the contract.

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

1.12.2015