

United Kingdom-Castleford: Marketing services
OJ S 224/2017 22/11/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

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
Telephone: +44 1977724493

Internet address(es):

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

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

The provision of marketing services for Bridge Homes including a comprehensive forward marketing strategy and detailed marketing delivery plans 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.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 295 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKE4 West Yorkshire

II.2.4. Description of the procurement

As the contract notice; these contracting authorities can award contracts under the agreement:

Bridge Homes (Yorkshire) LLP

Co nr OC394414

Wakefield and District Housing Limited,

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

WDH Solutions Limited

Co nr 05802087

Northern Shared Services Limited

Co nr 08466580

Registered Providers: 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 Govt on Gov.UK website Local Council Directory & the Local Govt Assn website.

<http://www.direct.gov.uk/en/DI1/Directories/Localcouncils/AToZOfLocalCouncils/index.htm>

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

II.2.5. Award criteria

Quality criterion - Name: Relevant contract experience / Weighting: 18

Quality criterion - Name: Marketing strategy and development plans: Project 1 / Weighting: 12

Quality criterion - Name: Marketing strategy and development plans: Project 2 / Weighting: 12

Quality criterion - Name: Business development / Weighting: 8

Quality criterion - Name: Your team: Skills, experience and qualifications / Weighting: 5

Quality criterion - Name: Your Team: Staff allocation / Weighting: 5

Price - Weighting: 40

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 140-287964](#)

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

Contract No: BH/RZ/MRKTG/0324

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/11/2017

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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: 6

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

V.2.3. Name and address of the contractor

Official name: Our Agency in the North Ltd

National registration number: 6051300

Postal address: The Athelward, Nostell Priory Estate

Town: Wakefield

NUTS code: UKE4 West Yorkshire

Postal code: WF4 1AB

Country: United Kingdom

E-mail: studio@our-agency.co.uk

Telephone: +44 1924860786

Internet address: <http://our-agency.co.uk/>

The contractor is an SME: yes

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

Total value of the contract/lot: 295 000,00 GBP

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 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.5. Date of dispatch of this notice

21/11/2017