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Award

Digital Enhanced Housing Management

BROMFORD HOUSING GROUP LIMITED

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-000349

Procurement identifier (OCID): ocds-h6vhtk-042af9

Published 5 January 2024, 1:44pm

Section I: Contracting authority/entity

I.1) Name and addresses

BROMFORD HOUSING GROUP LIMITED

Exchange Court, Brabourne Avenue Wolverhampton Business Park

WOLVERHAMPTON

WV106AU

Contact

Corinne Dixon

Email

corinne.dixon@bromford.co.uk

Telephone

+44 7730541352

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

29996R

Internet address(es)

Main address

www.bromford.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

Digital Enhanced Housing Management

II.1.2) Main CPV code

- 79700000 - Investigation and security services

II.1.3) Type of contract

Services

II.1.4) Short description

This is for the upgrade of digital services provided to vulnerable customers within our schemes. Bromford intends to enter into contract, ten days following transmission of this notice with Alertacall Ltd for the provision of Housing Proactive - a housing management system based around proactive daily contact with tenants. The system will be used to assist with the management of dwellings in which there are tenants with higher housing management needs and is the only such system approved as UK Housing Benefit eligible and being the only such system with its particularly feature-set and in accordance with our interpretation of Regulation 32(2) (b) (ii)PCR 2015. The contract period will be 260 weeks with unilateral right to extend for one further period not exceeding 104 weeks.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £6,224,480

II.2) Description

II.2.2) Additional CPV code(s)

- 32500000 - Telecommunications equipment and supplies
- 51300000 - Installation services of communications equipment

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Housing Proactive is the only Housing Management System based around proactive contact which has been proven to work at scale specifically designed for people with higher needs to signify that their housing needs are being met by pressing a button on a device specially designed for that customer group one or more times a day. Devices are available for properties regardless of existing telephony in place and are specifically designed with the needs of the end user in mind. The system allows the broadcast of text, audio, picture or video messages to end-users as and when they press their button and also allows the broadcast of emergency messages at any time day or night by pre-recorded telephone call, text message or email. It is the only Housing Management System based around proactive contact that using pattern recognition technology can detect changes in the potential needs of end-users. The service also includes features which make it easier for those higher needs tenants more easily report repairs, highlighted anti-social behaviour and more effectively communicate with their landlord. It is the only Housing Management System based around proactive contact which is Housing Benefit eligible which is an absolute condition of any such service.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Bromford proposes to award a contract to Alertacall Limited for the supply of an upgraded digital service, specifically designed for people with higher needs.

Bromford believes there are no other organisations in the market that can satisfy the current technical requirement needed for installation of this product. It is the only Housing Management System based around proactive contact, which is Housing Benefit eligible, which is an absolute condition of any such service.

As a result Bromford believes that Public Contracts Regulation 2015, Regulation 32 (2) applies.

Regulation 32(2) states:

"The negotiated procedures without prior publication may be used for public works contracts, public supply contracts and public service contracts in any of the following cases:-

(b) where the works, supplies or services can be supplied only by a particular economic operator for any of the following reasons:-

(ii) competition is absent for technical reasons..."

(iii) the protection of exclusive rights, including intellectual property rights,

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

5 January 2024

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Alertacall Limited

Cumbria

Country

United Kingdom

NUTS code

- UKD - North West (England)

Companies House

05145094

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession: £6,224,480

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court Royal Courts of Justice

London

Country

United Kingdom