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Tender

Ongo Homes - Marketing & Communications Framework

Ongo Homes Limited

F02: Contract notice

Notice identifier: 2024/S 000-000876

Procurement identifier (OCID): ocds-h6vhtk-042c2f

Published 10 January 2024, 7:06pm

Section I: Contracting authority

I.1) Name and addresses

Ongo Homes Limited

Ongo House, High Street

UK-Preston: Water distribution and related service

DN15 6AT

Contact

Lisa Gallacher

Email

Purchasing@placesforpeople.co.uk

Telephone

+44 1772897574

Country

United Kingdom

Region code

UKF30 - Lincolnshire

Internet address(es)

Main address

www.placesforpeople.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-UK-Preston:-Water-distribution-and-related-service:-Marketing-services./N688D4FRXK>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/delta/buyers/select/viewListStatus.html?id=828593308>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Ongo Homes - Marketing & Communications Framework

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Ongo Homes Ltd (ONGO) wish to tender for suitable suppliers to bid for a Marketing & Communications Framework.

The framework consists of 5 lots:

Lot 1 - Design & Print Services

Lot 2 - Merchandise and Promotional Goods

Lot 3 - Photography

Lot 4 - Videography

Lot 5 - Marketing Services

It is the intention that suppliers will be invited to bid for as many or few lots as they wish to deliver. Ongo Homes wish to appoint on a multi lot basis.

II.1.5) Estimated total value

Value excluding VAT: £240,000

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

Design & Print Services

Lot No

1

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Lot 1 Design & Print Services

The service will include providing advice on printing to Ongo's in-house PR & Communications Team to ensure that the most cost-effective processes are used to produce print jobs including but not restricted to:

- Compliment slips
- Business cards
- Corporate documents (annual report, corporate plan, rent statements etc)
- Leaflets, flyers, and posters
- Event material – pull up banners, programmes,
- Large scale tenant mail outs
- Printed marketing material

In delivering this service, the provider will be asked to:

- Supply the original design files as and when required (the need for this will be included in any briefs for work).
- Work alongside and support the in-house PR & Communications team who will produce ad-hoc artwork when capacity allows.
- Deliver concepts, ideas, and content for campaigns.
- Ensure creative work is in-line with our current brand and corporate identity.
- Develop literature and communications tools to reach customers with low literacy skills and with diverse needs.
- Supplying copywriting services when required

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £120,000

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.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 8

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

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/N688D4FRXK>

II.2) Description

II.2.1) Title

Merchandise and Promotional Goods

Lot No

2

II.2.2) Additional CPV code(s)

- 39294100 - Information and promotion products
 - UB04 - Printed matter

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Lot 2 - Merchandise and Promotional Goods

•Including, but not exclusive to mugs, pens, notepads, key rings, internal and external banners, and other promotional giveaways.

- There will also be the requirement to generate ideas for promotional goods based on a brief provided.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £20,000

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.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 8

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) Description

II.2.1) Title

Photography

Lot No

3

II.2.2) Additional CPV code(s)

- 79961350 - Studio photography services

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Lot 3 Photography

- These will be ad hoc projects billed at either an hourly/half daily/daily rate or per project.
- This work will include taking photos and editing them for Ongo's use.
- Ongo will own the photos once signed off and handed over by supplier.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £20,000

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.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 8

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) Description

II.2.1) Title

Videography

Lot No

4

II.2.2) Additional CPV code(s)

- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Lot 4 Videography

- These will be ad-hoc projects billed at either an hourly/half daily/daily rate or per project.
- This work will include taking videos and editing them for Ongo's use.
- Ongo will own the videos once signed off and handed over by supplier.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £20,000

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.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 8

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) Description

II.2.1) Title

Marketing Services

Lot No

5

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

II.2.4) Description of the procurement

Lot 5 Marketing Services

- This lot would cover ad-hoc support for various marketing, creative and brand projects supporting all areas of the business.

This could include but not limited to strategy, creative concepts, design, artwork, amends, social media campaigns, printed or digital marketing campaigns, branding or rebranding projects

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £60,000

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.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 8

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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 several operators

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

9 February 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

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GO Reference: GO-2024110-PRO-24928000

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Crown Commercial Services

1 Horse Guards Road

London

SW1A 2HQ

Country

United Kingdom