

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/000876-2024>

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](mailto:Purchasing@placesforpeople.co.uk)

#### **Telephone**

+44 1772897574

#### **Country**

United Kingdom

**Region code**

UKF30 - Lincolnshire

**Internet address(es)**

Main address

[www.placesforpeople.co.uk](http://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:

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

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/N688D4FRXK>

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