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Award

Activities of Insurance Agents and brokers

BROMFORD HOUSING GROUP LIMITED

F15: Voluntary ex ante transparency notice

Notice identifier: 2025/S 000-001381

Procurement identifier (OCID): ocds-h6vhtk-04d047

Published 15 January 2025, 2:47pm

Section I: Contracting authority/entity

I.1) Name and addresses

BROMFORD HOUSING GROUP LIMITED

Tewkesbury

Contact

Corinne Dixon

Email

corinne.dixon@bromford.co.uk

Telephone

+44 7730541352

Country

United Kingdom

Region code

UK - United Kingdom

Companies House

IP29996R

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

Activities of Insurance Agents and brokers

II.1.2) Main CPV code

- 70000000 - Real estate services

II.1.3) Type of contract

Services

II.1.4) Short description

This procurement has been initiated by Bromford's need for a comprehensive solution to address Bromfords property requirements relating to sales and marketing. The New Housing Group offers a specialised turnkey solution. Bromford will enter into a contract with The New Homes Group, effective ten days after the transmission of this notice, for an initial period of one year with an option for an additional one-year extension.

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: £500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 70300000 - Real estate agency services on a fee or contract basis

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The New Homes Group will be in consultation closely with Bromford on the following tasks:

Valuing properties across the UK.

Instructing estate agents.

Monitoring the marketing of homes and providing pricing suggestions.

Referring offers with recommendations.

Managing the sale process for the entire portfolio.

Coordinating with all solicitors to facilitate the chain.

Ad-hoc duties as and when required.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The New Homes Group are a New Homes specialist that helps with a turnkey solution for Bromfords current requirements. Bromford believe this is a specialised service and as a result believes Clause 32 (b) (ii) 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

A direct award to The New Housing Group would be the only option based on Bromfords technical service requirements. This will reduce additional costs being incurred by appointing separate broker/agent for each discipline or action. TNHNG have the capabilities to offer a comprehensive service.

Due to the nature of the service and absence of suitable alternative competition as well as the reasons stated above, THNG are considered the only operator able to meet the technical requirements of this contract.

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

9 January 2025

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

The New Homes Group Limited

Bedfordshire

Country

United Kingdom

NUTS code

- UKJ - South East (England)

Companies House

02509770

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £500,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

London

Country

United Kingdom