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Planning

Anchor Hanover Group - Media Advertising Buying

Anchor Hanover Group

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-003988

Procurement identifier (OCID): ocds-h6vhtk-04dc44

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Section I: Contracting authority

I.1) Name and addresses

Anchor Hanover Group

2 Godwin Street

Bradford

BD1 2ST

Contact

Allen Norman

Email

allen.norman@anchor.org.uk

Telephone

+44 7483945952

Country

United Kingdom

Region code

UKE41 - Bradford

National registration number

7843

Internet address(es)

Main address

<https://www.anchor.org.uk/>

Buyer's address

<https://www.anchor.org.uk/>

I.3) Communication

Additional information can be obtained from 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

Anchor Hanover Group - Media Advertising Buying

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The media agency shall work with Anchor to effectively plan, buy, monitor and report offline and online media for its Group product portfolio. Products and services to include care homes, rental housing, new housing for sale, and staff recruitment, plus any other business services where required.

II.1.5) Estimated total value

Value excluding VAT: £8,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Overview: the provision of integrated offline and online media buying services for the Anchor Hanover Group.

Deliverables: the media agency shall work with Anchor to effectively plan, buy, monitor and report offline and online media for its Group product portfolio. Products and services to include care homes, rental housing, new housing for sale, and staff recruitment, plus any other business services where required.

Channel selection and management — all advertising channel activity must be optimised towards sales and occupancy targets. While other metrics are important, the primary KPI is always the volume/quality of leads fed into and through the marketing funnel.

Market understanding — the agency is required to support Anchor in using effective insight, audience understanding and competitor analysis to target and position products and services to the most appropriate demographics.

Reporting platform requirements — the agency shall, at a minimum, meet the following reporting platform requirements:

- provide, maintain and manage a 'live' online reporting platform (dashboard) that combines performance for all media channels in one place with full access provided to Anchor;
- provide for and support all call tracking requirements, accurately monitoring telephone lead generation;
- support all tracking across the Anchor website;
- support all tracking in Google Analytics.

Local offline media requirements — the majority of offline media buying is required at a local and hyperlocal level. For care and housing products, most new residents come from within a 5-10 mile radius of the location which, to avoid media wastage, requires advertising strategy and planning at a hyperlocal level. While local/hyperlocal offline media buying only makes up around 15-20 per cent of overall media spend, the agency is expected to suggest and secure opportunities to meet this requirement, and to buy space.

Recruitment requirements — the agency is required to understand the recruitment sector, and to have specialist in-house recruitment expertise, providing media buying services across our product and job portfolio and to create targeted recruitment campaigns, by understanding our demographic, to ultimately attract and retain talent against targets. Anchor has over 10,000 staff, the majority of who work in our care homes where the voluntary annual turnover is around 30%.

II.2.14) Additional information

Contract duration is 3 years initial period and 1+1 years extensions available (5 years in total).

This will be a restricted procedure.

The top 5 highest scoring suppliers from the SQ stage will be invited to the ITT stage.

Anchor will reserve the right to moderate the scoring after presentation (the presentation brief will be for the suppliers to bring to life their written ITT submission).

To register on Anchor e-sourcing platform before the tender goes live, please visit the following link:

https://anchor.my.site.com/ProSpend_eSourcing_Community_Registration?locale=uk

Once the opportunity goes live (10th Feb 2025) you will be able to join the opportunity via the following link : <https://anchor.my.salesforce-sites.com/?searchtype=Projects>

The tender will go live on or near 10th Feb 2025, however you wont be able to see any documentation until this date.

II.3) Estimated date of publication of contract notice

30 July 2025

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: No