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Planning

Marketing & Sales Framework

The Guinness Partnership Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-004052

Procurement identifier (OCID): ocds-h6vhtk-03a464

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Section I: Contracting authority

I.1) Name and addresses

The Guinness Partnership Ltd

Bower House, 1 Stable Street

Oldham

OL9 7LH

Contact

Procurement

Email

procurement@guinness.org.uk

Telephone

+44 3031231890

Country

United Kingdom

Region code

UKD - North West (England)

Internet address(es)

Main address

<http://www.guinnesspartnership.com/>

Buyer's address

<http://www.guinnesspartnership.com/>

I.3) Communication

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

<https://procontract.due-north.com/Advert/Index?advertId=1d8d82bd-bc91-ed11-811c-005056b64545>

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

Marketing & Sales Framework

Reference number

DN650924

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Guinness are committed to providing as many high-quality homes as possible and to playing a significant part in tackling the country's housing crisis. By March 2030 we aim to complete over 8,000 new homes; 7,000 of which will be affordable. We also build homes for sale, both outright and as Shared Ownership.

We are growing our land development pipeline to make it happen and have funding immediately available. Our strong financial position and track record means we confidently expect to invest over £2bn in the coming years.

To support our vision and the promotion and the sale of these properties, we are seeking to establish a framework for a period of four years to provide a range of marketing and sales services across the following lots:

Lot 1 Creative Design

Lot 2 PR Agency

Lot 3 Media Buying

Lot 4 Show Homes & Marketing Suites - Residential

Lot 5 Marketing Suites - Commercial

Lot 6 Model Makers

Lot 7 3D & CGI

Lot 8 Signage and Hoarding

Lot 9a Estate Agency and Valuations - Outright Sale and Overseas

Lot 9b Estate Agency and Valuations - Shared Ownership

Lot 10 Landscaping

Lot 11 Cleaning & Facilitation

A procurement strategy is currently being formulated with a view to the procurement of this framework during 2023. This notice is a Prior Information Notice of a future contract opportunity. This is not a call for competition, or a request for you to express interest in bidding for work.

Organisations are invited to consider completing and returning a market testing questionnaire linked with this Notice. Whether or not an organisation chooses to return a questionnaire will have no relevance or bearing on assessment of any future application to participate in a subsequent procurement process. Returning a questionnaire will not be deemed by Guinness as a standing expression of interest for any future contract opportunity.

Organisations should continue to monitor the UK e-notification service Find a Tender Service for notices and the opportunity to submit an expression interest or tender for a notified contract opportunity.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Creative Design

Lot No

1

II.2.2) Additional CPV code(s)

- 79415200 - Design consultancy services
- 79822500 - Graphic design services
- 79930000 - Specialty design services
- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
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- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Guinness are seeking creative brand agencies to support the sales & marketing team in developing bespoke and engaging brands that promote our new build homes to the right audiences.

The agency, at a minimum, will be required to provide a brand identity (logo, colour palette, key messaging/strapline), development naming, produce a brochure (including floorplans / plot locators), create and design all adverts, design hoarding, design signage, design & build HTML emails, and propose ideas for external marketing events. Some projects (of which will be specified), may also require local area photography, sales video filming & post-production (including model hiring & management), website / landing page design, build & hosting and branded merchandise creation (including print and delivery).

II.2) Description

II.2.1) Title

PR Agency

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness require PR agencies / consultancy to support the sales & marketing team in promoting our new build homes to the right audiences at the most optimal time (typically, prior to launch and immediately after the launch of accepting reservations on any given development). The agency will be responsible for producing PR strategies, proposing appropriate social media influencers and bloggers to work with, contacting relevant online and offline publications on behalf of Guinness, driving media coverage, working with the sales team to select and write case studies of successful completions & other key duties.

II.2) Description

II.2.1) Title

Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
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- UKG - West Midlands (England)
- UKH - East of England
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness is seeking a number of media buying agencies to support and promote our new build homes. They will be expected to conduct audience research into the local market, identify target audiences in relation to the development and income restrictions and provide a media planning and buying service. Guinness require a media buying strategy document for each development, with performance monitored and reported each month.

II.2) Description

II.2.1) Title

Marketing Suites - Commercial

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
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- UKG - West Midlands (England)
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness requires a marketing suite design & fit-out service to provide a core sales base to showcase our homes, stand out from competitor schemes for our target demographic and add value to the customer journey for prospective buyers.

II.2) Description

II.2.1) Title

Show Homes & Marketing Suites - Residential

Lot No

5

II.2.2) Additional CPV code(s)

- 79932000 - Interior design services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
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- UKG - West Midlands (England)
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness is seeking experienced providers of show homes to assist the sale of our Shared Ownership and/or Market Sale homes ahead of practical completion and/or post-completion.

II.2) Description

II.2.1) Title

Model Makers

Lot No

6

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
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II.2.4) Description of the procurement

Guinness requires the design and build physical 3D models of upcoming schemes. The models are to be inclusive of lighting and/or interactive technology and will assist end users (potential buyers) in visualising the product offering/immediate surroundings and contribute to a fully immersive sales environment.

II.2) Description

II.2.1) Title

3D and CGI

Lot No

7

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness require virtual visualisation assets as a crucial tool in creating tangibility of the

final product for potential buyers. Suppliers will produce high quality and innovative still, moving and interactive visuals and a variety of visuals including photorealistic visuals, 360 video, AR and VR.

II.2) Description

II.2.1) Title

Signage and Hoarding

Lot No

8

II.2.2) Additional CPV code(s)

- 34928470 - Signage
- 44423400 - Signs and related items

II.2.3) Place of performance

NUTS codes

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II.2.4) Description of the procurement

Guinness require sign manufacturing and installation suppliers. Branded signage is a critical tool for raising awareness of Guinness and scheme specific new build sales brands and product offering to prospective buyers. Requirements may include hoarding, scaffold wraps, flags, banners, posters, and other bespoke signage and offer additional

services such as planning permission applications and graphic visualisation. Adherence to all health and safety regulations, and liaison with site contractor is mandatory

II.2) Description

II.2.1) Title

Estate Agency and Valuation

Lot No

9

II.2.2) Additional CPV code(s)

- 70123100 - Sale of residential real estate

II.2.3) Place of performance

NUTS codes

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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness require sales agents for the consultancy, sale and marketing of new build private tenure residential homes both shared ownership and outright sale. The agents will introduce prospective buyers to the Development and provide recommendations on pricing and will manage sales from reservation through to exchange and completion.

Valuations may be instructed when Guinness purchase a site for development and subsequently at the point of sale

II.2) Description

II.2.1) Title

Landscaping

Lot No

10

II.2.2) Additional CPV code(s)

- 45112700 - Landscaping work

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
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- UKK - South West (England)

II.2.4) Description of the procurement

Guinness require landscaping & grounds maintenance providers who are able to plan, purchase, deliver, install and care for planting that will amplify the aesthetic of our developments and surroundings. The works will be utilised where there is little, or no development landscaping planned and the need is such that it will benefit the Guinness brand and assist with sales.

II.2) Description

II.2.1) Title

Cleaning and Facilitation

Lot No

11

II.2.2) Additional CPV code(s)

- 90911100 - Accommodation cleaning services
- 90911200 - Building-cleaning services
- 90911300 - Window-cleaning services

II.2.3) Place of performance

NUTS codes

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II.2.4) Description of the procurement

Guinness require a contractor who is able to provide an ad hoc support service for cleaning, maintenance & implementation of everyday development needs such as: furniture removal, marketing suite sundries & stock supplies, PPE, key safe installation, handywork & others. Requirements are often urgent and need swift turnaround to deliver.

II.3) Estimated date of publication of contract notice

3 April 2023

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: Yes