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Tender

Marketing agency services

East Midlands Housing Group

F02: Contract notice

Notice identifier: 2022/S 000-005244

Procurement identifier (OCID): ocds-h6vhtk-031b18

Published 25 February 2022, 10:09am

Section I: Contracting authority

I.1) Name and addresses

East Midlands Housing Group

Memorial House, Whitwick Business Park,

Stenson Road, Coalville, Leicestershire

LE67 4JP

Contact

Sharron Ansell

Email

sharron.ansell@emhgroup.org.uk

Telephone

+44 7929844785

Country

United Kingdom

NUTS code

UKF - East Midlands (England)

National registration number

30476R

Internet address(es)

Main address

<https://www.emhgroup.org.uk/about-emh-group>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/99138>

I.3) Communication

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

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=44091&B=UK

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=44091&B=UK

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

Marketing agency services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The proposed contract is to provide marketing agency services including media buying and printing to our Development Team within emh. We are looking for an agency that can help support the development and delivery of its marketing and communications activity. Building on the emh brand, and its mission, vision and values - increasing awareness of who we are and what we do. We want to work with an agency that understands our values, ethos, and target audience as well as promote diversity and inclusivity in its approach. Remaining current and up to-date with the latest trends, being innovative and continuously evolving is also important.

II.1.5) Estimated total value

Value excluding VAT: £1,800,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

Main site or place of performance

Leicestershire

II.2.4) Description of the procurement

The proposed contract is to provide marketing agency services including media buying and printing to our Development Team within emh. We are looking for an agency that can help support the development and delivery of its marketing and communications activity. Building on the emh brand, and its mission, vision and values - increasing awareness of who we are and what we do. We want to work with an agency that understands our values, ethos, and target audience as well as promote diversity and inclusivity in its approach. Remaining current and up to-date with the latest trends, being innovative and continuously evolving is also important.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £18,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

No

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per the tender documents

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per the tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As per the tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

28 March 2022

Local time

12:00am

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

28 March 2022

Local time

12:30pm

Place

Via the e-Tendering portal

Information about authorised persons and opening procedure

The e-Tendering portal locks the responses until after the tender closes.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

LE67 4JP

Email

procurement@emhgroup.org.uk

Telephone

+44 1530276000

Country

United Kingdom

Internet address

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

VI.4.2) Body responsible for mediation procedures

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

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procurement@emhgroup.org.uk

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Country

United Kingdom

Internet address

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

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

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

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