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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](mailto: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](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](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

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## **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

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## **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

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## **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.

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## **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](mailto: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

LE67 4JP

Email

[procurement@emhgroup.org.uk](mailto:procurement@emhgroup.org.uk)

Telephone

+44 1530276000

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

LE67 4JP

Email

[procurement@emhgroup.org.uk](mailto:procurement@emhgroup.org.uk)

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