

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005458-2021>

Tender

Creative Design Agency Services

Oxford City Housing Ltd

F02: Contract notice

Notice identifier: 2021/S 000-005458

Procurement identifier (OCID): ocids-h6vhtk-029cc3

Published 17 March 2021, 10:09pm

Section I: Contracting authority

I.1) Name and addresses

Oxford City Housing Ltd

Oxford City Council, St.Aldates

Oxford

OX1 1DS

Email

procurement@oxford.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.oxford.gov.uk>

Buyer's address

<http://www.oxford.gov.uk>

I.3) Communication

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

<https://procontract.due-north.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Design Agency Services

Reference number

DN533299

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Oxford City Housing Ltd (OCHL) is undertaking this procurement process to secure a provider of Creative Design Services for its 'New Homes' development and sales programme.

OCHL was created in 2016 and enables Oxford City Council (OCC, the Council) to directly deliver social rented housing alongside the provision of shared ownership and private homes, the receipt from which will cross subsidise to provide social rented homes. OCHL has therefore launched the Council into the shared ownership and private sales new homes market in Oxford City.

The agency we engage will be charged with the creation and implementation of a new brand (or brands) identity for the OCHL and OCC sales and marketing arm. This will enable us to successfully engage with prospective buyers and confidently position ourselves within an existing competitive arena of private house builders.

II.1.5) Estimated total value

Value excluding VAT: £400,000

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

Oxford City Housing Ltd (OCHL) is undertaking this procurement process to secure a provider of Creative Design Services for its 'New Homes' development and sales programme.

OCHL was created in 2016 and enables Oxford City Council (OCC, the Council) to directly deliver social rented housing alongside the provision of shared ownership and private homes, the receipt from which will cross subsidise to provide social rented homes. OCHL has therefore launched the Council into the shared ownership and private sales new homes market in Oxford City.

The agency we engage will be charged with the creation and implementation of a new brand (or brands) identity for the OCHL and OCC sales and marketing arm. This will enable us to successfully engage with prospective buyers and confidently position ourselves within an existing competitive arena of private house builders.

II.2.5) Award criteria

Quality criterion - Name: Experience - local level / Weighting: 10%

Quality criterion - Name: Examples / Weighting: 10%

Quality criterion - Name: Proportion of Business / Weighting: 10%

Quality criterion - Name: Experience - freehold, leasehold and shared ownership / Weighting: 10%

Quality criterion - Name: Track Record / Weighting: 10%

Quality criterion - Name: Web Development / Weighting: 10%

Quality criterion - Name: Social Value / Weighting: 10%

Price - Weighting: 30%

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

Duration in months

48

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

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

Date

23 April 2021

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

23 April 2021

Local time

12:00pm

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

Oxford City Council

Oxford

Country

United Kingdom