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Tender

## **Creative Design Agency Services**

Oxford City Housing Ltd

F02: Contract notice

Notice identifier: 2021/S 000-005458

Procurement identifier (OCID): ocds-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](mailto: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

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## **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.

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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

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## **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

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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**

Oxford City Council

Oxford

Country

United Kingdom