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Tender

## **PE0566 - Marketing Framework**

Peabody Trust

F02: Contract notice

Notice identifier: 2025/S 000-005747

Procurement identifier (OCID): ocds-h6vhtk-04e3b3

Published 19 February 2025, 10:05am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Peabody Trust

45 Westminster Bridge Road

London

SE1 7JB

#### **Contact**

Mobolaji Dawodu

#### **Email**

[Mobolaji.Dawodu@peabody.org.uk](mailto:Mobolaji.Dawodu@peabody.org.uk)

#### **Telephone**

+44 7503937502

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.peabody.org.uk](http://www.peabody.org.uk)

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./834X988BKX>

Additional information can be obtained from the above-mentioned address

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**

PE0566 - Marketing Framework

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Peabody New Homes team has a large portfolio of award-winning homes and are dedicated to finding buyers a home that is more than just a place to live through Shared Ownership, Private Sale and London Living Rent across London and the Home Counties.

Peabody has a track record of delivering exceptional homes across London and south east England and are the third largest housebuilder in London, behind only Berkeley and Barratt. We are committed to delivering some 6,600 homes by 2029 across multiple development projects.

We are seeking to establish a 4 Lot Framework to provide marketing services to support the marketing and sale of our developments.

The lot structure is broken down as follows: Lot 1 - 3D Modelmakers, Lot 2 - CGI and 3D Visualisation, Lot 3 - Signage, Lot 4 - Marketing suites.

#### **II.1.5) Estimated total value**

Value excluding VAT: £7,500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

### **II.2.1) Title**

3D Modelmakers

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 34999400 - Scale models

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

### **II.2.4) Description of the procurement**

Peabody have an ambitious sales programme over the next four years and require the support of experienced modelmakers to plan, design, build and install 3D models of small to large schemes. If required, cross collaboration with other suppliers will be essential to ensure overall effective delivery to Peabody. This will provide added value for prospective buyers and will be used as a practical selling tool to showcase the available/ sold homes, scheme unique selling points and the immediate surrounding area.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Price / Weighting: 35

### **II.2.6) Estimated value**

Value excluding VAT: £500,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

It is expected that the framework will be retendered at expiry subject to the needs of the business

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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

#### **II.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/M5R2U2P6D7>

### **II.2) Description**

#### **II.2.1) Title**

CGI and 3D Visualisation

Lot No

Lot 2

#### **II.2.2) Additional CPV code(s)**

- 48322000 - Graphics software package

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

#### **II.2.4) Description of the procurement**

We require the support of experienced CGI and interactive visualisation providers to produce photorealistic virtual visualisation and exceptional interactive systems that bridge the gap between physical and digital customer experiences.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

#### **II.2.6) Estimated value**

Value excluding VAT: £1,800,000

#### **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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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

## **II.2) Description**

### **II.2.1) Title**

Signage

Lot No

Lot 3

### **II.2.2) Additional CPV code(s)**

- 34928470 - Signage

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

### **II.2.4) Description of the procurement**

We require the support of experienced sign manufacturing and installation suppliers to produce high quality signage at new build development locations to support sales.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

### **II.2.6) Estimated value**

Value excluding VAT: £700,000

**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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

**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

**II.2) Description**

**II.2.1) Title**

Marketing Suites

Lot No

Lot 4

**II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes



- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

#### **II.2.4) Description of the procurement**

We require the support of experienced marketing suite designers to plan, design, install and dress our sales and marketing suites. Ability to design and deliver (Cat A & Cat B) marketing suites for in-build residential & commercial units plus bespoke standalone marketing suites is required. Collaborative working with other suppliers is essential to ensure effective delivery. Marketing suites should provide practical selling spaces that showcase the available products and homes, stand out from competitor schemes using the scheme's brand, and resonate with our target demographic, adding value to the customer journey for prospective buyers.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 35

#### **II.2.6) Estimated value**

Value excluding VAT: £4,500,000

#### **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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

#### **II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

**II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

**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**

Restricted 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

#### **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

20 March 2025

Local time

6:00pm

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

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./834X988BKX>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/834X988BKX>

GO Reference: GO-2025218-PRO-29474273

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

London

Country

United Kingdom