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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

Telephone

+44 7503937502

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

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

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

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:

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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