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Tender

Notting Hill Genesis Marketing and Media Framework

Notting Hill Genesis

F02: Contract notice

Notice identifier: 2025/S 000-006369

Procurement identifier (OCID): ocds-h6vhtk-04e565

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Section I: Contracting authority

I.1) Name and addresses

Notting Hill Genesis

Bruce Kenrick House, 2 Killick Street

London

N1 9FL

Contact

Jim Biggin

Email

jim.biggin@nhg.org.uk

Telephone

+44 7849310635

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.nhg.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./56TXSWVTN9>

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

Other type

Housing Association

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Notting Hill Genesis Marketing and Media Framework

Reference number

PROC2047

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

NHG's Sales, Marketing, BTR and Placemaking teams are seeking expert suppliers to provide media, design, digital, communication and experiential services to support our new-build development program.

We are seeking consultants who can deliver excellent services, at rates that will ensure value for money for NHG's development activities.

More detail on the requirements can be found within the tender documentation provided.

II.1.5) Estimated total value

Value excluding VAT: £42,600,000

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

Interior Design, Furnishing and fit out

Lot No

1

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

Services relating to the design, supply and install of interior concepts for show homes, sales offices, residential, communal and commercial facilities for a range of customers, budgets and experiences.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 12

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/UAUF8R7523>

II.2) Description

II.2.1) Title

Virtual Tools

Lot No

2

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

Our virtual experiential lot comprises interactive sales tools and digital asset creation for a range of applications across of range of settings.

The scope of services provided within this lot ranges from computer generated visualisations and through to the development of fully interactive development models and customer tools for kiosk and web-based applications at all stages of the customer funnel.

We aim to produce sector leading content, that looks and feels highly desirable across our portfolio.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 15

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

Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

This lot encompasses more than just the transactional element of buying media space, our appointed supplier or suppliers will support us in planning, strategizing, managing, reporting, evaluating and adapting our advertising campaigns in a fully integrated approach across a range of relevant media from traditional print channels and outdoor advertising to digital advertising across search engines and social media.

In this lot, we would look to suppliers to support individual development campaigns, composite campaigns, regional campaigns, integrated cross-channel campaigns and more above and below the line so that our opportunity to build convertible demand into new homes sales is maximised.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 5

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

Public Relations

Lot No

4

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

Public relations requirement is to establish developments and homes as a distinct, authoritative voice in the London housing market and beyond, and achieve a strong, positive and consistent presence across key media titles at local, London-wide, national

and internal level in support of development-specific activities.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 5

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

Branding and creative design services

Lot No

5

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

Branding and creative design is vital to the success of sales. This lot refers to the creation and application of development place brands, the continuous development of the sales brands, and the creative application of both for online and offline purposes.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 15

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

Signage and Way Finding

Lot No

6

II.2.2) Additional CPV code(s)

- 79342100 - Direct 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

Signage suppliers appointed to our framework will have the capacity and capability, backed by relevant experience, to plan, design, risk assess, produce, install, update, maintain and remove signage across the development signage life-cycle whilst meeting all applicable regulatory standards.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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 number of candidates: 15

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: No

IV.2) Administrative information

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

Date

24 March 2025

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

2 May 2025

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.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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.

ABOUT US: NHG is one of the largest Housing Associations in the country, with more than 66,000 homes across London and the South-East. We provide homes to a range of tenures and are committed to delivering housing that is affordable for all. We build and maintain quality homes, creating diverse and thriving communities. This is our primary purpose and everything we do supports that. For more information, visit <https://www.nhg.org.uk/>.

FRAMEWORK VALUE: Applicants should note that the estimated value of the Framework Agreement given in this Notice is based on NHG's current anticipated requirements. NHG cannot give any guarantees that services totalling this value will in fact be called off from this framework. Equally, the total value may increase, either if NHG's own requirements increase unexpectedly or if the framework is used by other contracting authorities more extensively than anticipated.

AUTHORISED USERS: This Framework will be available for use by NHG and any entity within the same group of companies as NHG from time to time (the current list can be found at <https://www.nhg.org.uk/about-us/who-we-are/current-members-of-the-group/>) and any entity or joint venture company that NHG or any other NHG group member holds an interest in from time to time.

NHG may also (at its sole discretion) permit use of the Framework by any other relevant contracting. This will be at NHG's sole discretion and may be subject to payment of a usage fee. This includes providers of social housing including without limitation any

Registered Provider (as defined in the Housing and Regeneration Act 2008 and registered with the Regulator of Social Housing), local authorities and/or Arm's-Length Management Organisations (ALMO). A list of the current Registered Providers can be found by visiting

<https://www.gov.uk/government/publications/current-registered-providers-of-socialhousing>.

Once other authorities have access, they can independently call-off from the framework and manage their contracts' performance. Such authorities may choose to direct award, using the justifications available from the framework agreement, or conduct a mini competition.

OTHER: NHG reserves the right to cancel the procurement at any time and not to proceed with all or part of the Framework Agreement. NHG will not, under any circumstance, reimburse any expense incurred by Applicants in preparing their tender submissions.

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Marketing-services./56TXSWVTN9>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/56TXSWVTN9>

GO Reference: GO-2025220-PRO-29506692

VI.4) Procedures for review

VI.4.1) Review body

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