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Tender

Marketing Services Framework

London and Quadrant Housing Trust

F02: Contract notice

Notice identifier: 2025/S 000-006764

Procurement identifier (OCID): ocds-h6vhtk-04e69d

Published 21 February 2025, 1:52pm

Section I: Contracting authority

I.1) Name and addresses

London and Quadrant Housing Trust

29-35 West Ham Lane

LONDON

E15 4PH

Email

p6@lqgroup.org.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

National registration number

30441R

Internet address(es)

Main address

<https://www.lqgroup.org.uk/>

I.3) Communication

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

<https://in-tendhost.co.uk/lqsupplychainmanagement>

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

Marketing Services Framework

Reference number

Head Office 00001787

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

London and Quadrant Housing Trust ("LandQ") is seeking to establish a multi-Supplier framework for the procurement of marketing services.

II.1.5) Estimated total value

Value excluding VAT: £4,000,000

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

Creative Agencies

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London
- UK - United Kingdom

II.2.4) Description of the procurement

The creative agencies Lot is required to support pre-sales at L&Q developments as well as maintaining momentum on developments which are actively selling. Most assets are usually briefed out pre-launch but there are some assets such as virtual reality, photography and videography which may not be able to take place until homes are complete and ready to capture this content

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

36

This contract is subject to renewal

No

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

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The signage Lot is required to ensure L&Q have a strong brand presence both around a development and on-site to increase footfall and enhance the customer journey. As well as producing and installing the signage, the agency should ensure relevant health and safety certification, and planning permission (where relevant) is supplied prior to installation.

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

36

This contract is subject to renewal

No

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

Printing Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79810000 - Printing services
- 79342000 - Marketing services
- 79800000 - Printing and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The printing Lot is required to ensure L&Q customers receive printed information to inform their purchasing decision. Printed collateral provides a tangible, visually appealing way to showcase key details and features, allowing potential buyers to easily reference information, take it home to consider further and reinforces the brand image which creating a lasting impression.

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

36

This contract is subject to renewal

No

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

Landscaping

Lot No

4

II.2.2) Additional CPV code(s)

- 45112700 - Landscaping work
- 71400000 - Urban planning and landscape architectural services
- 71421000 - Landscape gardening services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The landscaping Lot is required as it is essential for new build developments to have landscaping to enhance customer perception. Landscaping significantly improves the aesthetics and value of the property by creating a welcoming outdoor space, enhances curb appeal and integrates the homes within their surroundings

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

36

This contract is subject to renewal

No

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

PR & Events

Lot No

5

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79952000 - Event services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The PR & events Lot is required to increase brand awareness, engage target audiences, build reputation, generate media coverage and ultimately drive business growth by creating a compelling narrative through events and other engagement activities. It is imperative for agencies to have a wide network of contacts to ensure maximum exposure of L&Q as well as consistently monitoring trends in the market and advising on PR strategy.

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

36

This contract is subject to renewal

No

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

Social Media

Lot No

5A

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The social media Lot is required to ensure L&Q has an allocated agency who manage their social media presence across various platforms. This includes content creation, content scheduling and posting, community management (responding to and flagging any risks), social media strategy, monitoring market trends and analytics and reporting.

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

This contract is subject to renewal

No

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

Merchandise

Lot No

5B

II.2.2) Additional CPV code(s)

- 30192000 - Office supplies
- 37820000 - Art supplies
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Suppliers appointed to this Lot must have experience in producing high-quality merchandise which can be provided to customers either on-site or at exhibitions. Previous examples of L&Q merchandise includes tote bags, key rings (which double up as trolley

coins), pens, PPE for children and umbrellas.

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

36

This contract is subject to renewal

No

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

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

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

Envisaged maximum number of participants to the framework agreement: 100

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

Under 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

24 March 2025

Local time

4:59pm

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

English

IV.2.7) Conditions for opening of tenders

Date

25 March 2025

Local time

9:00am

Place

In-tend portal

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

Royal Courts of Justice

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

n/a