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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](mailto: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

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## **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

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### **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

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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

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

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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**

Royal Courts of Justice

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

n/a