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Contract

NHG Marketing and Media Framework

Notting Hill Genesis

F03: Contract award notice

Notice identifier: 2021/S 000-007841

Procurement identifier (OCID): ocds-h6vhtk-02a612

Published 14 April 2021, 4:25pm

Section I: Contracting authority

I.1) Name and addresses

Notting Hill Genesis

Bruce Kenrick House, 2 Killick Street

London

N1 9FL

Contact

Irene Celis

Email

irene.celis@nhg.org.uk

Telephone

+44 738263733

Country

United Kingdom

NUTS code

UKI - LONDON

Internet address(es)

Main address

<http://www.nhg.org.uk>

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

NHG Marketing and Media Framework

Reference number

2020/S 149-366588

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Notting Hill Genesis are tendering for a framework, for our Marketing and Media services. The main work to be put through this framework will be the new schemes launching during the duration of the 4 years the contract is in place.

We will require various services to successfully complete each scheme, therefore we tendering for 6 Lots, below.

1. Lot 1 (a) Experiential - Physical
2. Lot 1 (b) Experiential - Virtual
3. Media Buying
4. Public Relations
5. Branding and Graphic Design
6. Signage and Way Finding

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £14,000,000

II.2) Description

II.2.1) Title

Experiential - Physical

Lot No

Lot 1 a

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

Our definition of physical experiential is services which relate specifically to the presentation and delivery of our development brands, corporate brands and marketing campaigns on site or at events.

Analogous to retail shop fitting, this service area includes, but is not limited to, all stages of show home and sales office production (from consultation, design and installation to refreshment and removal), marketing suite production (from concept to removal), maintenance of our onsite presentation and the design, creation, installation and deconstruction of our event and exhibition stands and all aspects of related compliance from health and safety to advertising standards.

Each site we deliver is different and, so whilst we delivered tailored campaigns to specific audiences for each location, we also seek to balance this localised approach with a signature look where this is practical and deliverable so that the Notting Hill Genesis brand experience on site is of a consistently high standard, inspires confidence in our buyers (and our sales team) and stands apart from our competitors as the best experience.

More information to follow in SQ and Tender documentation

II.2.5) Award criteria

Price

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/47J5482GC4

II.2) Description

II.2.1) Title

Experiential - Virtual

Lot No

Lot 1 b

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

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 the small scale production of on site or location photography, computer generated visualisations and through to the development of fully interactive development models for us in marketing suites in concert with tablet based user interfaces backed by cloud-based technology which interact with our sales database to support a seamless customer journey.

Recent experience has shown that, whilst virtual selling is more achievable to investors whether domestic or from overseas (particularly, for example, where the housing market is rising), residential occupiers are more reluctant to commit to a purchase without a physical, in-person viewing. In the years post-Covid 19, we anticipate that digital selling tools, already our highest source of leads, will become increasingly key to converting leads into sales and generating early campaign sales momentum, particularly at our larger developments

We aim to produce sector leading content, that looks and feels highly desirable across the

range of development types and price points that we offer and so content quality, accuracy and experience will be vital to this and will support our new sales website being developed in the later part of 2020.

II.2.5) Award criteria

Price

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

Lot 2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

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 across a range of relevant

media from traditional print channels and outdoor advertising to digital advertising across search engines and social media.

Our aim is to maximise our 'bang for buck' with our advertising campaigns. We manage publicly funded budgets designed to maximise our positive impact on the communities we provide homes and service for and so we expect our media buyer to share our focus on delivering excellent value for money through our campaigns – so that we effectively market our homes to the right people through the right channels.

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.

Accountability here is key throughout the duration of this framework and reporting developed internally to provide meaningful data on marketing source by reservations and completions will be used to supplement and direct routine reporting provided by our chosen supplier – which we would expect both live and cyclically.

Your strength of relationship with key media suppliers and other partners and ability to negotiate deals on our behalf will deliver demonstrable added value, whilst also contributing to additional public relations opportunities being generated for NHG.

II.2.5) Award criteria

Price

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

Lot 3

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

NHG Sales public relations requirement is for a strong, positive and consistent presence across key property media titles at local, London-wide, national and internal level in support of our development campaigns (depending on the target audiences required for our development campaigns).

Restlessly seeking new opportunities to position NHG sales developments to their target audiences, you will balance creativity, writing and editing capability and an eye for a good story, an appetite for learning as much about our new home developments, products and services as our own team and a contact book and reputation that makes you the go-to source for journalists as well as a source of housing market news for NHG Sales.

Strategic planning in support of our campaigns will be key to ensure that each stage of the development life-cycle gets coverage when and where we want it. From taster, coming soon information on planned developments, thematic campaigns, launch campaigns, regional spotlights, awards entries, case studies, customer events, photo-opportunities and, where needed, crisis management support to end of campaign evaluation.

As with our advertising spend, our aim is to maximise our value both to the public purse and our communities and so your ability to keep our team informed through effective campaigns and cyclical reporting that gives a clear account of advertising value equivalence, cross-channel/ media coverage garnered, audience attained and also qualitative feedback on how we're perceived will be vital.

II.2.5) Award criteria

Price

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 Graphic Design

Lot No

Lot 4

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

Brand, its quality and appeal is vital to our sales success. At the time of writing, our organisational/ corporate brand is under review and so, for clarity, this specification refers to the creation and application of specific development brands and/ or the application of our existing sales branding.

Unlike mass housebuilders with templated property types and standardised corporate approaches to promoting their product in the housing market, we work with design agencies and other property marketing agencies whose offer is inclusive of a brand strategy and design function to develop bespoke brands for our developments that work across the channel range from digital campaigns to experiential and print.

Each of our locations has a different personality, a different design, a different local target market and presents different opportunities and challenges. Our requirement ranges from support on small developments or developments where we offer fewer than 30 homes (where we will apply corporate sales branding to a development marketing name) to large scale, multi-phase, multi-tenure regeneration developments where we offer hundreds of homes for sales across private sale and intermediate market tenures (usually shared ownership) and have to navigate the balance between inclusivity of our existing communities whilst trying to attract new home buyers into them.

Our agency framework will comprise agencies with a range of experience in the property marketing delivering identity, branding and campaign assets that are based on market insight, creative inspiration, audience evidence and motivations, an understanding of place, a synergy with design and a clear and compelling approach to supporting NHG products as leaders in the marketplace in the eyes of potential buyers.

Agile in your approach to project management, you'll be used to working on projects flexibly, allowing time for launch dates to be brought forward whilst managing our expectations and those of our stakeholders effectively so that, as well as a sense of delight in the outputs you create with us, there is a true sense that you are part of a one team approach to delivery.

II.2.5) Award criteria

Price

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

Lot 5

II.2.2) Additional CPV code(s)

- 34928470 - Signage

II.2.3) Place of performance

NUTS codes

- UKI - LONDON

Main site or place of performance

LONDON

II.2.4) Description of the procurement

From availability window stickers for individual homes to hoarding strategies, branded monarflex, site wayfinding feature signage, and planning permission and AA signage n applications to local Councils for regeneration estates – our requirement is wide-ranging.

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

II.2.5) Award criteria

Price

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 149-366588](#)

Section V. Award of contract

Contract No

PROC1109

Lot No

1

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section V. Award of contract

Lot No

1

Title

B: Experiential Virtual

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2021

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Focus Experiential LTD

Erskine House, Threshelfords Business Park, Inworth Road

Colchester, Essex

CO5 9SE

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

8935212

The contractor is an SME

No

V.2.3) Name and address of the contractor

Quintessence Limited

Suite 36A Floor 6, AMP HOUSE, Dingwall Road

Croydon

CR0 2LX

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

6859275

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

TidyWork Studio

319A High Street, Epping

Essec

CM16 4DA

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

295 0541 93

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,085,200

Total value of the contract/lot: £1,085,200

Section V. Award of contract

Lot No

2

Title

Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2021

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Space and Time Media Ltd

Dean Park House, Suite 2, Floor 2, Dean Park Crescent

Bournemouth

BH1 1HP

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

02660562

The contractor is an SME

No

V.2.3) Name and address of the contractor

The Media People Limited

The Colonial Building, 59-61 Hatton Garden

London

EC1N 8LS

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

09431011

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £8,899,914

Total value of the contract/lot: £8,899,914

Section V. Award of contract

Lot No

3

Title

Public Relations

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2021

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Camargue Group Limited

Eagle Tower, Montpellier Drive

Cheltenham

GL50 1TA

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

03954008

The contractor is an SME

No

V.2.3) Name and address of the contractor

Oracle PR Ltd

Aqua House, 30-32High Street

Epsom

KT19 8AH

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

7662864

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £330,475

Total value of the contract/lot: £330,375

Section V. Award of contract

Lot No

4

Title

Branding and Graphic Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2021

V.2.2) Information about tenders

Number of tenders received: 11

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Bell Integrated Communications Ltd

2nd Floor, Northumberland House, 155-157 Great Portland Street

London

W1W 6QP

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

07563473

The contractor is an SME

No

V.2.3) Name and address of the contractor

Focus Integrated Marketing Communications Ltd

Erskine House, Threshelfords Business Park, Inworth Road

Colchester, Essex

CO5 9SE

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

03378775

The contractor is an SME

No

V.2.3) Name and address of the contractor

Four Communications Limited

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

04286449

The contractor is an SME

No

V.2.3) Name and address of the contractor

Full Communications Limited

2nd Floor Radiant House, 36038 Mortimer Street

London

W1W 7RG

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

4736768

The contractor is an SME

No

V.2.3) Name and address of the contractor

Heavenly Group Ltd

15 Little Green, Richmond

London

TW9 1QH

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

4401006

The contractor is an SME

No

V.2.3) Name and address of the contractor

J2 Marketing Design Digital

Printing House, 66 Lower Road

London

HA2 0DH

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

05607139

The contractor is an SME

No

V.2.3) Name and address of the contractor

February London T/A Latch

53 Bartholomew Street

Newbury

RG14 5QA

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

06056275

The contractor is an SME

No

V.2.3) Name and address of the contractor

Philosophy Design Limited

91 Paul Street

London

EC2A 4NY

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

3902537

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £2,475,232

Total value of the contract/lot: £2,475,232

Section V. Award of contract

Lot No

5

Title

Signage and Wayfinding

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2021

V.2.2) Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Core Media Services Ltd

4 Coronation Avenue, East Tilbury

Essex

RM1 8SJ

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

6602075

The contractor is an SME

No

V.2.3) Name and address of the contractor

Macro Art Limited

Eltisley Business Park, Potton Road, St Neots

Cambs

PE19 6TX

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

02779419

The contractor is an SME

No

V.2.3) Name and address of the contractor

Service Graphics

Pallion Trading Estate, Sunderland

Tyne and Wear

SR4 6ST

Country

United Kingdom

NUTS code

- UKI - LONDON

National registration number

551336

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £330,000

Total value of the contract/lot: £330,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=585937350>

GO Reference: GO-2021414-PRO-18080846

VI.4) Procedures for review

VI.4.1) Review body

Notting Hill Housing Trust

Bruce Kenrick House, 2 Killick Street

London

N1 9FL

Telephone

+44 738263733

Country

United Kingdom