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Tender

## **Welcome Back Fund initiatives supporting local hospitality economy**

London Borough of Hillingdon

F02: Contract notice

Notice identifier: 2021/S 000-009771

Procurement identifier (OCID): ocids-h6vhtk-02ad9c

Published 5 May 2021, 10:55pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London Borough of Hillingdon

Civic Centre, High Street

Hillingdon

UB8 1UW

#### **Email**

[AMayo@hillingsdon.gov.uk](mailto:AMayo@hillingsdon.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKI74 - Harrow and Hillingdon

## **Internet address(es)**

Main address

[www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

## **I.3) Communication**

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

[www.capitalesourcing.com](http://www.capitalesourcing.com)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.capitalesourcing.com](http://www.capitalesourcing.com)

Tenders or requests to participate must be submitted to the above-mentioned address

## **I.4) Type of the contracting authority**

Regional or local authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Welcome Back Fund initiatives supporting local hospitality economy

#### **II.1.2) Main CPV code**

- 34928400 - Urban furniture

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

The Government announced on 20 March 2021 that the Reopening High Streets Safely Fund (RHSSF) has been extended with a new delivery phase up to the end of March 2022 called The Welcome Back Fund (WBF). The WBF is a funding source of eligible activities to better support the reopening of local economies and is the funding source for the scope of activities as outlined within this tender opportunity. The scope of eligible activities has increased significantly to better support the reopening of local economies. As with all activity supported by the European Regional Development Fund programme any investment will need to be compliant with the EU State Aid rules and European Regional Development Fund (ERDF) procurement and branding requirements

Government guidance confirms that the WBF will continue to support the four main types of existing RHSSF activities as outlined in the original guidance including:

1. Support to develop an action plan for safe reopening of local economies;
2. Communications and public information;
3. Business-facing awareness raising activities; and
4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.

The London Borough of Hillingdon (the Council) is looking to engage with a supplier(s) to provide the above support as outlined in the Lots below;

LOT 1: 'Welcome Back' themed branding for town centres and local parades

LOT 2: Specialist Retail/Town Centre expertise to support small independent businesses within town centres and local parades

LOT 3: Rental of temporary street furniture & supporting maintenance to facilitate the safe reopening of High Streets

The Council reserves the right to award some, all or none of the Lots. Further information about the Lots are contained in the tender documentation

### **II.1.5) Estimated total value**

Value excluding VAT: £433,000

### **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**

'Welcome Back' themed branding for town centres and local parades

Lot No

LOT 1

### **II.2.2) Additional CPV code(s)**

- 79342200 - Promotional services

### **II.2.3) Place of performance**

NUTS codes

- UKI74 - Harrow and Hillingdon

### **II.2.4) Description of the procurement**

## LOT 1: 'Welcome Back' themed branding for town centres and local parades

The London Borough of Hillingdon ('LBH') is looking to engage an imaginative and creative designer/ design team to create 'Welcome Back' concept branding for use within town centres and parades across the borough including lamp column banners, bunting, tote bags etc. incorporating ERDF and LB Hillingdon branding guidance.

LBH's Hillingdon Branding & Communication Guidelines gives clear guidance on how the Council's branding should be used. The aim of the guide is to make the combined efforts of the LBH and supplier more effective. The LBH Town Centre Improvements Manager will ensure that the delivery partner(s) has a named contact within Corporate Communications to advise on marketing and publicity requirements.

It is expected that this service will commence from 21 June 2021 for completion of branding sign off on or before 23 July 2021 and further potential support as required up to February 2022.

### **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

8

This contract is subject to renewal

No

### **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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

## **II.2) Description**

### **II.2.1) Title**

Specialist Retail/Town Centre expertise to support small independent businesses within town centres and local parades

Lot No

LOT 2

### **II.2.2) Additional CPV code(s)**

- 55900000 - Retail trade services
- 79413000 - Marketing management consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKI74 - Harrow and Hillingdon

### **II.2.4) Description of the procurement**

Scope of the service

LBH are looking for an experienced consultant/consultancy required to support small independent businesses in reopening safely and attracting visitors and residents back to enjoying spending time and money in the town centres and local parades. To achieve this, the scope of services is expected to include:

1. Organising a promotional event for each of the nine minor and local town centres between August 2021 up to February 2022;
2. Organising up to two promotional events within Uxbridge and the five district centres

between August 2021 up to February 2022;

3. Delivering a tailored (short, sharp, non-accredited) Visual Merchandising programme to improve the appearance of shop fronts and provide a welcome across the town centres and parades;

4. Digital High Streets training to help small independent businesses across the town centres and parades adapt to on-line retail including click & collect and encouraging the increased use of film and social media to help businesses with more effective marketing. This will include promoting the businesses benefits for signing up to the Hillingdon Business Directory and Hillingdon First Card ;

5. Temporary 'pop-up' use and/or screening of prominent empty shops within the town centres, and

6. Compiling an overall Welcome Back promotional plan bringing together all elements of business support, programme of events and co-ordination across town centre, licencing, green spaces and corporate communications teams

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £433,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

8

This contract is subject to renewal

No

### **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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

## **II.2) Description**

### **II.2.1) Title**

Rental of temporary street furniture & supporting maintenance to facilitate the safe reopening of High Streets

Lot No

LOT 3

### **II.2.2) Additional CPV code(s)**

- 34928400 - Urban furniture
- 39113600 - Benches
- 45233293 - Installation of street furniture

### **II.2.3) Place of performance**

NUTS codes

- UKI74 - Harrow and Hillingdon

### **II.2.4) Description of the procurement**

The London Borough of Hillingdon is looking to engage with a supplier(s) to provide and maintain temporary street furniture such as parklets, planters and hand sanitisers within our town centres to support the safe reopening of High Streets from 26 July 2021 up to 28



February 2022.

Initially this will be trialled in four town centres; Uxbridge, Eastcote, Ruislip and Northwood with the potential for future roll out within our other high streets and local shopping parades. The Council has undertaken consultation with businesses within these areas to ascertain what measures would be supported. Drawings detailing the results of the consultation along with possible locations for the intervention can be found in Appendices B - L (final quantities and locations will be confirmed before orders are placed)

### **II.2.5) Award criteria**

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

### **II.2.6) Estimated value**

Value excluding VAT: £433,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

8

This contract is subject to renewal

No

### **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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

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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.1.8) 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

4 June 2021

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

4 June 2021

Local time

12:00pm

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## **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.4) Procedures for review**

### **VI.4.1) Review body**

High Court of England and Wales

Royal Courts of Justice

Strand, London

WC1A 2LL

Country

United Kingdom

### **VI.4.2) Body responsible for mediation procedures**

London Borough of Hillingdon

Civic Centre (2E/06)

High Street, Uxbridge

UB8 1UW

Country

United Kingdom