

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010343-2024>

Contract

Digital Enhanced Housing Management

BROMFORD HOUSING GROUP LIMITED

F03: Contract award notice

Notice identifier: 2024/S 000-010343

Procurement identifier (OCID): ocds-h6vhtk-042af9

Published 28 March 2024, 3:03pm

Section I: Contracting authority

I.1) Name and addresses

BROMFORD HOUSING GROUP LIMITED

Exchange Court, Brabourne Avenue Wolverhampton Business Park

WOLVERHAMPTON

WV106AU

Contact

Corinne Dixon

Email

corinne.dixon@bromford.co.uk

Telephone

+44 7730541352

Country

United Kingdom

Region code

UKG39 - Wolverhampton

Companies House

29996R

Internet address(es)

Main address

www.bromford.co.uk

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

Digital Enhanced Housing Management

II.1.2) Main CPV code

- 51000000 - Installation services (except software)

II.1.3) Type of contract

Services

II.1.4) Short description

As an organisation Bromford are committed to providing safe and secure homes for our tenants. This includes our most vulnerable tenants housed in our Bromford schemes.

Bromford provides housing to older people and others with additional needs in both a specialist scheme-based setting and within its mainstream housing. A disproportionate lack of digital engagement and much greater levels of isolation within this group means they are one of the most difficult with whom to meet our own customer service aspirations and the expectations around two-way tenant engagement as set out by The Regulator of Social Housing.

Alertacall already provide an analogue "OK each day" service to 1299 Bromford customers in our older people's housing, whereby customers check in each day to confirm they are not in need of assistance and positive contact is made if they fail to do so. The proposal is to upgrade this service to a digital option utilising a touchscreen device and roll it out to a further 1267 supported customers, as well as offering it to a further 508 general needs customers aged over 80 in the South Gloucestershire area.

The contract will deliver the following:

- The installation of a touch screen device in each property to enable the Housing Proactive Plus service.
- Offer of the OK each day service to monitor the wellbeing of customers.
- Ability to directly message customers via the touch screen.

- Ability for customers to message Bromford via the touch screen, messages can be directed into existing contact channels.
- Ability for customers to raise repairs via the device, repairs requests will be channelled into existing workstreams (i.e. email).

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £6,224,480

II.2) Description

II.2.2) Additional CPV code(s)

- 51000000 - Installation services (except software)
- 98000000 - Other community, social and personal services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Where required, and as set out in the Commitment, the Dwelling and its Occupants shall receive all the functionality as set out for Housing Proactive plus additional functionality will be made available to allow them to confirm their Housing Needs are being met up to three times a day on one or more days of the week (as requested by the Occupant subject to thresholds set by the Customer) An OKEachDay Button which shall be made available on their Touchscreen.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Bromford proposes to award a contract to Alertacall Limited for the supply of an upgraded digital service, specifically designed for people with higher needs.

Bromford believes there are no other organisations in the market that can satisfy the current technical requirement needed for installation of this product. It is the only Housing Management System based around proactive contact, which is Housing Benefit eligible, which is an absolute condition of any such service.

As a result Bromford believes that Public Contracts Regulation 2015, Regulation 32 (2) applies.

Regulation 32(2) states:

"The negotiated procedures without prior publication may be used for public works contracts, public supply contracts and public service contracts in any of the following cases:-

(b) where the works, supplies or services can be supplied only by a particular economic operator for any of the following reasons:-

(ii) competition is absent for technical reasons..."

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: [2024/S 000-000349](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 March 2024

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Alertacall Limited

Cumbria

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

05145094

The contractor is an SME

Yes

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

Total value of the contract/lot: £6,224,480

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court Royal Courts of Justice

London

Country

United Kingdom