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Tender

ForHousing Marketing Framework Agreement

ForHousing Limited

F02: Contract notice

Notice identifier: 2024/S 000-011838

Procurement identifier (OCID): ocds-h6vhtk-045187

Published 11 April 2024, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

ForHousing Limited

52 Regent Street

Eccles

M30 0BP

Contact

The Procurement Team

Email

procurement@forhousing.co.uk

Telephone

+44 3001235522

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.bipsolutions.com>

Buyer's address

www.forhousing.co.uk

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Eccles:-Marketing-services./63AX6W8TMD>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/63AX6W8TMD>

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

ForHousing Marketing Framework Agreement

Reference number

MarketingFW/Apr24/HC

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

ForHousing is procuring a Framework Agreement pursuant to which it is envisaged that contracts will be let to suppliers within the Framework for the provision of a range of print management, marketing, creative design, website design and digital support services.

The Framework Agreement is being divided into 3 Lots as follows:

Lot 1 – Print Management

Lot 2 – Creative Design

Lot 3 - Website & Digital Support Service

II.1.5) Estimated total value

Value excluding VAT: £518,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

The contracting authority reserves the right to award contracts combining the following lots or groups of lots: The contracting authority reserves the right to award contracts combining the following lots: Lot 1 – Print Management, Lot 2 – Creative Design, Lot 3 - Website & Digital Support Services.

II.2) Description

II.2.1) Title

Print Management

Lot No

1

II.2.2) Additional CPV code(s)

- 79810000 - Printing services
- 79811000 - Digital printing services
- 79823000 - Printing and delivery services
- 79820000 - Services related to printing

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This Lot of the Framework Agreement is for the provision of print management services.

Under the Framework Agreement the following entities will have the option to call-off contracts with individual framework providers as and when services are required:

(i) ForHousing and any entity within the ForHousing group from time to time, which currently includes ForViva Devco Limited, ForCapital Limited and ForLiving Limited;

(ii) Any entity or joint venture company that ForHousing or any other member of its group holds an interest in from time to time;

(iii) Other Social Housing Providers in the UK (both those that are in existence now and those that may be in existence in the future). “Social Housing Provider” for this purpose means any provider of social housing and includes, without limitation, registered housing providers, local authorities and ALMOs. A list of the current Social Housing Providers can be found by visiting

<https://www.gov.uk/government/publications/current-registered-providers-of-social-housing> . Such Social Housing Providers will only be entitled to call off under the Framework Agreement if ForHousing consents

Bidders should note that, under the Framework Agreement, no entity will be under any obligation to call-off contracts with framework providers.

The Framework Agreement will be in place for a maximum period of 4 years, bidders should note that individual contracts called-off under the Framework Agreement may be for a period of greater than 4 years so may continue beyond the 4 year term of the Framework Agreement.

The value of the Print Management contracts that may be called off under this Lot of the Framework Agreement during its 4 year term is estimated to be approximately £255,000.

Bidders should note that the estimated value of the Framework Agreement is based on ForHousing’s current anticipated requirements. This value may increase if other Social Housing Providers decide to join and call off under the Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £255,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 10

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: No

II.2.14) Additional information

The Authority will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their selection questionnaire or tender submissions.

II.2) Description

II.2.1) Title

Creative Design

Lot No

2

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services
- 79415200 - Design consultancy services
- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This Lot of the Framework Agreement is for the provision of creative design services.

Under the Framework Agreement the following entities will have the option to call-off contracts with individual framework providers as and when services are required:

(i) ForHousing and any entity within the ForHousing group from time to time, which currently includes ForViva Devco Limited, ForCapital Limited and ForLiving Limited;

(ii) Any entity or joint venture company that ForHousing or any other member of its group holds an interest in from time to time;

(iii) Other Social Housing Providers in the UK (both those that are in existence now and those that may be in existence in the future). "Social Housing Provider" for this purpose means any provider of social housing and includes, without limitation, registered housing providers, local authorities and ALMOs. A list of the current Social Housing Providers can be found by visiting

<https://www.gov.uk/government/publications/current-registered-providers-of-social->

[housing](#) . Such Social Housing Providers will only be entitled to call off under the Framework Agreement if ForHousing consents

Bidders should note that, under the Framework Agreement, no entity will be under any obligation to call-off contracts with framework providers.

The Framework Agreement will be in place for a maximum period of 4 years, bidders should note that individual contracts called-off under the Framework Agreement may be for a period of greater than 4 years so may continue beyond the 4 year term of the Framework Agreement.

The value of the Creative Design contracts that may be called off under this Lot of the Framework Agreement during its 4 year term is estimated to be approximately £75,000.

Bidders should note that the estimated value of the Framework Agreement is based on ForHousing's current anticipated requirements. This value may increase if other Social Housing Providers decide to join and call off under the Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £75,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 10

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: No

II.2.14) Additional information

The Authority will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their selection questionnaire or tender submissions.

II.2) Description

II.2.1) Title

Website & Digital Support Services

Lot No

3

II.2.2) Additional CPV code(s)

- 72413000 - World wide web (www) site design services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Description of procurement: This Lot of the Framework Agreement is for the provision of website design and digital support services.

Under the Framework Agreement the following entities will have the option to call-off contracts with individual framework providers as and when services are required:

(i) ForHousing and any entity within the ForHousing group from time to time, which currently includes ForViva Devco Limited, ForCapital Limited and ForLiving Limited;

(ii) Any entity or joint venture company that ForHousing or any other member of its group holds an interest in from time to time;

(iii) Other Social Housing Providers in the UK (both those that are in existence now and those that may be in existence in the future). “Social Housing Provider” for this purpose means any provider of social housing and includes, without limitation, registered housing providers, local authorities and ALMOs. A list of the current Social Housing Providers can be found by visiting

<https://www.gov.uk/government/publications/current-registered-providers-of-social-housing> . Such Social Housing Providers will only be entitled to call off under the Framework Agreement if ForHousing consents

Bidders should note that, under the Framework Agreement, no entity will be under any obligation to call-off contracts with framework providers.

The Framework Agreement will be in place for a maximum period of 4 years, bidders should note that individual contracts called-off under the Framework Agreement may be for a period of greater than 4 years so may continue beyond the 4 year term of the Framework Agreement.

The value of the Website & Digital contracts that may be called off under this Lot of the Framework Agreement during its 4 year term is estimated to be approximately £188,000.

Bidders should note that the estimated value of the Framework Agreement is based on ForHousing’s current anticipated requirements. This value may increase if other Social Housing Providers decide to join and call off under the Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Pricing / Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £188,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 10

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: No

II.2.14) Additional information

The Authority will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their selection questionnaire or tender submissions.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As set out in the tender

III.1.2) Economic and financial standing

List and brief description of selection criteria

As set out in the tender

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As set out in the tender

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

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

13 May 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

3 June 2024

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

ForHousing reserves the right to cancel all or part of the procurement process at any time and to not award all or any part of the Framework Agreement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Eccles:-Marketing-services./63AX6W8TMD>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/63AX6W8TMD>

GO Reference: GO-2024411-PRO-25741665

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice in the Strand

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice in the Strand

London

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Royal Courts of Justice in the Strand

London

Country

United Kingdom