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Tender

## **Marketing and Branding Agent - LBH Britannia Phase 2b**

London Borough of Hackney

F02: Contract notice

Notice identifier: 2022/S 000-012143

Procurement identifier (OCID): ocids-h6vhtk-03360c

Published 10 May 2022, 2:19pm

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

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

London Borough of Hackney

Hackney Service Centre, 1 Hillman Street

Hackney

E8 1DY

#### **Contact**

Justin Feltham

#### **Email**

[justin.feltham@hackney.gov.uk](mailto:justin.feltham@hackney.gov.uk)

#### **Telephone**

+44 2083565792

#### **Country**

United Kingdom

**NUTS code**

UKI41 - Hackney and Newham

**Internet address(es)**

Main address

<http://www.hackney.gov.uk>

Buyer's address

<http://www.hackney.gov.uk>

**I.3) Communication**

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

<https://www.londontenders.org/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.londontenders.org/>

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

Regional or local authority

**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 and Branding Agent - LBH Britannia Phase 2b

Reference number

DN605941

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

The London Borough of Hackney is seeking to procure a Marketing and Branding Agent to support the Strategy and Implementation Phases of the Britannia Phase 2b Project. In particular, this relates to the private for sale homes within this mixed tenure Phase.

Phase 2b of the Britannia project follows on from the successful delivery and operation of the new City of London Academy Shoreditch Park (CoLASP) and Britannia Leisure Centre (BLC) as part of Phase 1. Phase 2b, on the site of the old Britannia Leisure Centre, is the first phase of residential development and encompasses the Design and Build of residential blocks H3, H4, H5 and H6 - ranging in height from three storeys to twenty-five storeys. The project will be of mixed tenure, delivering 81 affordable homes, and 314 homes for private sale. The sale and marketing of 30 Shared Ownership homes will be managed and delivered by Hackney Sales, and is not included within this contract. Liaison and coordination with Hackney Sales will be expected to ensure a coherent cross estate approach.

These Consultancy Services will be procured using the Open Procedure and will be evaluated on a 60% quality and 40% cost basis. Given the estimated Contract Sum for the whole life of the contract is potentially above the Public Contract Regulations 2015 threshold, this Contract Notice is issued via the Find a Tender Service (FTS). The Employer will be the Mayor and Burgesses of the London Borough of Hackney, and the successful supplier will be required to sign up to the Council's Standard Services Agreement Terms and Conditions.

The Contract commencement is estimated to be August 2022, with an end date to coincide with the Sale of the last private for sale property (estimated March 2027). This Agent will work closely with the Sales Agent for the project to develop and deliver the Sales and Marketing Strategy for the private for sale units within this phase. The Sales Agent is currently being separately procured via the Notting Hill Genesis Estate Agents' Framework.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKI41 - Hackney and Newham

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

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Phase 2b of the Britannia project follows on from the successful delivery and operation of the new City of London Academy Shoreditch Park (CoLASP) and Britannia Leisure Centre (BLC) as part of Phase 1. Phase 2b, on the site of the old Britannia Leisure Centre, is the first phase of residential development and encompasses the Design and Build of residential blocks H3, H4, H5 and H6 - ranging in height from three storeys to twenty-five storeys. The project will be of mixed tenure, delivering 81 affordable homes, and 314 homes for private sale. The sale and marketing of 30 Shared Ownership homes will be managed and delivered by Hackney Sales, and is not included within this contract. Liaison and coordination with Hackney Sales will be expected to ensure a coherent cross estate approach.

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The Contract commencement is estimated to be August 2022, with an end date to

coincide with the Sale of the last private for sale property (estimated March 2027). This Agent will work closely with the Sales Agent for the project to develop and deliver the Sales and Marketing Strategy for the private for sale units within this phase. The Sales Agent is currently being separately procured via the Notting Hill Genesis Estate Agents' Framework.

#### **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

56

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: 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.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

13 June 2022

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

13 June 2022

Local time

12:15pm

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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**

The Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

Tenderers who are unsuccessful shall be informed by the authority as soon as possible after the decision has been made as to the reasons why the tenderer was unsuccessful. A 10 day standstill period shall be observed prior to the entry into a contract by the relevant authority.

If an appeal regarding the award of the contract has not been successfully resolved, the Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take legal action. Any such action must be brought within the applicable limitation period. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the authorities to amend any document and may award damages.

If the contract has been entered into, the Court may, depending on the circumstances, award damages, make a declaration of ineffectiveness, order the relevant authority to pay a fine and/or order that the duration of the contract be shortened.

The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.



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

The Public Procurement Review Service of the Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom