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Contract

## **Brand and Strategy Design**

Clarion Housing Group Limited

F03: Contract award notice

Notice identifier: 2024/S 000-013340

Procurement identifier (OCID): ocds-h6vhtk-02d75b

Published 24 April 2024, 4:05pm

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

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

Clarion Housing Group Limited

Level 6, 6 More London Place, Tooley Street

London

SE1 2DA

#### **Contact**

Aivars Kalvans

#### **Email**

[Aivars.Kalvans@clarionhg.com](mailto:Aivars.Kalvans@clarionhg.com)

#### **Telephone**

+44 2083138195

#### **Country**

United Kingdom

**Region code**

UKJ - South East (England)

**Internet address(es)**

Main address

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

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

Other type

Housing Association

**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**

Brand and Strategy Design

Reference number

9048

**II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Group-wide contract to deliver brand and strategy design.

#### **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: £250,000

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

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

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

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

Group-wide contract to deliver brand and strategy design

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

Quality criterion - Name: Delivery / Weighting: 70

Cost criterion - Name: Pricing / Weighting: 30

#### **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 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: [2021/S 000-020460](#)

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## **Section V. Award of contract**

### **Contract No**

9048-2023

### **Title**

Brand and Strategy Design

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 February 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

**V.2.3) Name and address of the contractor**

Earth Creative Strategies Limited

Stag Gate House, 63/64 The Avenue

Southampton

SPO17 1XS

Email

[ish@earthstrategies.com](mailto:ish@earthstrategies.com)

Country

United Kingdom

NUTS code

- UKK - South West (England)

National registration number

07122648

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: £250,000

Total value of the contract/lot: £250,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=857742469>

GO Reference: GO-2024424-PRO-25851750

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

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

Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom