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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

Telephone

+44 2083138195

Country

United Kingdom

Region code

UKJ - South East (England)

Internet address(es)

Main address

www.clarionhg.com

I.4) Type of the contracting authority

Other type

Housing Association

I.5) Main activity

Housing and community amenities

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

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](#)

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

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

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