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Contract

Creative Design Agency Services

Oxford City Housing Ltd

F03: Contract award notice

Notice identifier: 2021/S 000-014683

Procurement identifier (OCID): ocids-h6vhtk-029cc3

Published 28 June 2021, 1:15pm

Section I: Contracting authority

I.1) Name and addresses

Oxford City Housing Ltd

Oxford City Council, St.Aldates

Oxford

OX1 1DS

Email

procurement@oxford.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Design Agency Services

Reference number

DN533299

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

Oxford City Housing Ltd (OCHL) is undertaking this procurement process to secure a provider of Creative Design Services for its 'New Homes' development and sales programme.

The work will include the provision of a new brand and visual identity together with delivery of a creative treatment for on-site marketing such as hoarding, signage, and the site entrance in advance of homes being developed pre-launch. It will also include the

creation of a stand-alone website to act as a shop window for who we are, what we are doing and to capture interest from prospective buyers.

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: £400,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Oxford City Housing Ltd (OCHL) is undertaking this procurement process to secure a provider of Creative Design Services for its 'New Homes' development and sales programme.

The work will include the provision of a new brand and visual identity together with delivery of a creative treatment for on-site marketing such as hoarding, signage, and the site entrance in advance of homes being developed pre-launch. It will also include the creation of a stand-alone website to act as a shop window for who we are, what we are doing and to capture interest from prospective buyers.

There are currently in excess of 7 such new housing developments close to (or very close to) delivery stage which will comprise a mix of shared ownership, private sale homes, and social rented homes. There are also a number of sites currently at the planning and feasibility stage – as a 'medium term' pipeline - with a list of further sites being considered longer term.

II.2.5) Award criteria

Quality criterion - Name: Experience - Local Level / Weighting: 10

Quality criterion - Name: Examples - Developers/Housing/RP/LA / Weighting: 10

Quality criterion - Name: Business Proportion / Weighting: 10

Quality criterion - Name: Experience - Leasehold/Freehold/Shared Ownership /
Weighting: 10

Quality criterion - Name: Track Record - Hits/Conversion Rates / Weighting: 10

Quality criterion - Name: Website Development / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Price - 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

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-005458](#)

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 June 2021

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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: 17

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

V.2.3) Name and address of the contractor

Cast Media Group Ltd

Leeds

LS12 6HY

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £400,000

Section V. Award of contract

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

Number of tenders received by electronic means: 17

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

V.2.3) Name and address of the contractor

Full Communications Ltd

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Oxford City Council

Oxford

Country

United Kingdom