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Contract

Marketing agency services

East Midlands Housing Group

F03: Contract award notice

Notice identifier: 2022/S 000-015884

Procurement identifier (OCID): ocds-h6vhtk-031b18

Published 9 June 2022, 1:56pm

Section I: Contracting authority

I.1) Name and addresses

East Midlands Housing Group

Memorial House, Whitwick Business Park,

Stenson Road, Coalville, Leicestershire

LE67 4JP

Contact

Sharron Ansell

Email

sharron.ansell@emhgroup.org.uk

Telephone

+44 7929844785

Country

United Kingdom

NUTS code

UKF - East Midlands (England)

National registration number

30476R

Internet address(es)

Main address

<https://www.emhgroup.org.uk/about-emh-group>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/99138>

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

Marketing agency services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The proposed contract is to provide marketing agency services including media buying and printing to our Development Team within emh. We are looking for an agency that can help support the development and delivery of its marketing and communications activity. Building on the emh brand, and its mission, vision and values - increasing awareness of who we are and what we do. We want to work with an agency that understands our values, ethos, and target audience as well as promote diversity and inclusivity in its approach. Remaining current and up to-date with the latest trends, being innovative and continuously evolving is also important.

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: £600,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

Main site or place of performance

Leicestershire

II.2.4) Description of the procurement

The proposed contract is to provide marketing agency services including media buying and printing to our Development Team within emh. We are looking for an agency that can help support the development and delivery of its marketing and communications activity. Building on the emh brand, and its mission, vision and values - increasing awareness of who we are and what we do. We want to work with an agency that understands our values, ethos, and target audience as well as promote diversity and inclusivity in its approach. Remaining current and up to-date with the latest trends, being innovative and continuously evolving is also important.

II.2.5) Award criteria

Price

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.1.8) 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: [2022/S 000-005244](#)

Section V. Award of contract

Contract No

1

Title

Marketing agency services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 May 2022

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

Rock Kitchen Harris

32 POCKLINGTONS WALK

Leicester

LE1 6BU

Email

jmollart@rkh.co.uk

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

National registration number

01589727

The contractor is an SME

Yes

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

Total value of the contract/lot: £600,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

LE67 4JP

Email

procurement@emhgroup.org.uk

Telephone

+44 1530276000

Country

United Kingdom

Internet address

<https://www.emhgroup.org.uk/>

VI.4.2) Body responsible for mediation procedures

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

LE67 4JP

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procurement@emhgroup.org.uk

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+44 1530276000

Country

United Kingdom

Internet address

<https://www.emhgroup.org.uk/>

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

East Midlands Housing Group

Memorial House, Whitwick Business Park, Stenson Road, Coalville

Leicestershire

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