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Contract

## **Ongo Homes - Marketing & Communications Framework**

Procurement Hub

Ongo Homes

F03: Contract award notice

Notice identifier: 2024/S 000-018681

Procurement identifier (OCID): ocds-h6vhtk-047099

Published 17 June 2024, 7:05pm

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

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

Procurement Hub

4 The Pavilions, Port Way, Preston

UK-Preston: Electricity.

PR2 2YB

#### **Contact**

Lisa Gallacher

#### **Email**

[lisa.gallacher@placesforpeople.co.uk](mailto:lisa.gallacher@placesforpeople.co.uk)

#### **Telephone**

+44 1772897200

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**National registration number**

3777037

**Internet address(es)**

Main address

[www.placesforpeople.co.uk](http://www.placesforpeople.co.uk)

Buyer's address

[www.placesforpeople.co.uk](http://www.placesforpeople.co.uk)

**I.1) Name and addresses**

Ongo Homes

Ongo House, High Street

Scunthorpe,

DN15 6AT

**Contact**

Sepideh Jalilvand

**Email**

[Sepideh.Jalilvand@ongo.co.uk](mailto:Sepideh.Jalilvand@ongo.co.uk)

**Country**

United Kingdom

**Region code**

UKF30 - Lincolnshire

**Internet address(es)**

Main address

[www.ongo.co.uk](http://www.ongo.co.uk)

**I.2) Information about joint procurement**

The contract involves joint procurement

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

Body governed by public law

**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**

Ongo Homes - Marketing & Communications Framework

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

- 79342000 - Marketing services

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

Services

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

Short description: Ongo Homes Ltd (ONGO) wish to tender for suitable suppliers to bid for a Marketing & Communications Framework.

The framework consists of 5 lots:

Lot 1 - Design & Print Services

Lot 2 - Merchandise and Promotional Goods

Lot 3 - Photography

Lot 4 - Videography

Lot 5 - Marketing Services

It is the intention that suppliers will be invited to bid for as many or few lots as they wish to deliver. Ongo Homes wish to appoint on a multi lot basis.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £240,000

## **II.2) Description**

### **II.2.1) Title**

Design & Print Services

Lot No

1

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

- 22000000 - Printed matter and related products

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

NUTS codes

- UKF30 - Lincolnshire

Main site or place of performance

Lincolnshire

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

The service will include providing advice on printing to Ongo's in-house PR & Communications Team to ensure that the most cost-effective processes are used to produce print jobs including but not restricted to:

- Compliment slips
- Business cards
- Corporate documents (annual report, corporate plan, rent statements etc)
- Leaflets, flyers, and posters
- Event material – pull up banners, programmes,
- Large scale tenant mail outs
- Printed marketing material

In delivering this service, the provider will be asked to:

- Supply the original design files as and when required (the need for this will be included in any briefs for work).
- Work alongside and support the in-house PR & Communications team who will produce ad-hoc artwork when capacity allows.
- Deliver concepts, ideas, and content for campaigns.
- Ensure creative work is in-line with our current brand and corporate identity.
- Develop literature and communications tools to reach customers with low literacy skills and with diverse needs.
- Supplying copywriting services when required

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

#### **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

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

#### **II.2.1) Title**

Merchandise and Promotional Goods

Lot No

2

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

- 39294100 - Information and promotion products

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

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

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

•Including, but not exclusive to mugs, pens, notepads, key rings, internal and external banners, and other promotional giveaways.

•There will also be the requirement to generate ideas for promotional goods based on a brief provided.

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

#### **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

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

#### **II.2.1) Title**

Photography

Lot No

3

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

- 79961350 - Studio photography services

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

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

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

- These will be ad hoc projects billed at either an hourly/half daily/daily rate or per project.
- This work will include taking photos and editing them for Ongo's use.
- Ongo will own the photos once signed off and handed over by supplier.

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

### **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

## **II.2) Description**

### **II.2.1) Title**

Videography

Lot No

4

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

- 92100000 - Motion picture and video services



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

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

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

- These will be ad-hoc projects billed at either an hourly/half daily/daily rate or per project.
- This work will include taking videos and editing them for Ongo's use.
- Ongo will own the videos once signed off and handed over by supplier.

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

### **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

## **II.2) Description**

### **II.2.1) Title**

Marketing Services

Lot No

5

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

- 79342000 - Marketing services

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

NUTS codes

- UKF3 - Lincolnshire

Main site or place of performance

Lincolnshire

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

•This lot would cover ad-hoc support for various marketing, creative and brand projects supporting all areas of the business.

This could include but not limited to strategy, creative concepts, design, artwork, amends, social media campaigns, printed or digital marketing campaigns, branding or rebranding projects

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 40

### **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.1.3) 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: [2012/S 000-000876](#)

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

### **Lot No**

1

### **Title**

Design and Print Services

A contract/lot is awarded: Yes

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

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

23 May 2024

#### **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: Yes

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

Bread and Butter Creative Limited

42 The Garth, Yarnton

Kidlington

OX5 1NA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08718550

The contractor is an SME

Yes

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

CW advertising t/a Creativeworld

Mercury Rise, Altham Business Park

Altham

BB5 5BY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3116388

The contractor is an SME

Yes

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

Desk Top Publications Ltd/Netll

105-107 Mary Street

Scunthorpe,

DN15 6LA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04614225

The contractor is an SME

Yes

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

Maxmedia Communications Ltd

Lodge House, 144 Woone Lane

Clitheroe

BB7 1BN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07170292

The contractor is an SME

Yes

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

Steffco Limited/ Resource

78 Armley Road, Armley

Leeds

LS12 2EJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3234103

The contractor is an SME

Yes

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

Systematic Print Management / Systematic

Centurion Way, Caisto

Caistor

LN7 6QA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03890167

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: £120,000

Total value of the contract/lot: £120,000

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

### **Lot No**

2

### **Title**

Merchandise & Promotional Goods

A contract/lot is awarded: Yes

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

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

23 May 2024

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

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: Yes

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

Desk Top Publications Ltd

105-107 Mary Street

Scunthorpe

DN15 6LA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number



04614225

The contractor is an SME

Yes

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

Sticky Ideas & Advertising Ltd

Tassagh, Heol Y Coed, Wyllie

Caerffili

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07365370

The contractor is an SME

Yes

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

Sycal Umbrellas Print and Promotions Ltd

Unit 25 Chantry Road, Woburn Road Ind Estate

Kempston

MK42 7SY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01730940

The contractor is an SME

Yes

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

Systematic Print Management / Systematic

Centurion Way

Caistor

LN7 6QA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03890167

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: £20,000

Total value of the contract/lot: £20,000

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## Section V. Award of contract

### Lot No

3

### Title

Photography

A contract/lot is awarded: Yes

### V.2) Award of contract

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

23 May 2024

#### V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: Yes

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

Hebb&Griff

Suite 4D, Queensway Business Centre, Dunlop Way

Scunthorpe

DN16 3RN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Partnership

The contractor is an SME

Yes

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

IMAGENORTH

3 Chelwood Grove

Leeds

LS8 2AX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Sole Trader

The contractor is an SME

Yes

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

Know Media Limited

Suite 7 & 8, Britannia House,, High Street

Scunthorpe,

DN15 7PA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08479208

The contractor is an SME

Yes

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

Maxmedia Communications Ltd

Lodge House, 144 Woone Lane

Clitheroe

BB7 1BN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07170292

The contractor is an SME

Yes

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

Verity E. Milligan Photography

3 Pollard Road, Acocks Green

Birmingham

B277EN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Sole Trader

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: £20,000

Total value of the contract/lot: £20,000

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

### **Lot No**

4

### **Title**

Videography

A contract/lot is awarded: Yes

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

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

23 May 2024

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

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: Yes

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

Big Fat Pigeon productions

10 Eastwood Drive, Broughton

Brigg

DN20 0HJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Sole Trader

The contractor is an SME

Yes

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

Hibb&Griff

Suite 4D, Queensway Business Centre, Dunlop Way

Scunthorpe

DN16 3RN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

Partnership

The contractor is an SME

Yes

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

Know Media

Suite 7 & 8, Britannia House,, High Street

Scunthorpe,

DN15 7PA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08479208

The contractor is an SME

Yes

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

Maxmedia Communications Ltd

Lodge House, 144 Woone Lane



Clitheroe

BB7 1BN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07170292

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: £20,000

Total value of the contract/lot: £20,000

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

### **Lot No**

5

### **Title**

Marketing Services

A contract/lot is awarded: Yes

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

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

23 May 2024

#### **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: Yes

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

Bread and Butter Creative Limited

42 The Garth, Yarnton

Kidlington

OX5 1NA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08718550

The contractor is an SME

Yes

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

CW advertising t/a Creativeworld

Mercury Rise, Altham Business Park

Altham

BB5 5BY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3116388

The contractor is an SME

Yes

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

Desk Top Publications Ltd

105-107 Mary Street

Scunthorpe

DN15 6LA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04614225

The contractor is an SME

Yes

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

Resource

78 Armley Road, Armley

Leeds

LS12 2EJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

3234103

The contractor is an SME

Yes

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

Maxmedia Communications Ltd

Lodge House, 144 Woone Lane

Clitheroe

BB7 1BN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07170292

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: £60,000

Total value of the contract/lot: £60,000

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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=868748946>

GO Reference: GO-2024617-PRO-26634001

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

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

High Court of England and Wales

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Crown Commercial Services

1 Horse Guards Road

London

SW1A 2HQ

Country

United Kingdom