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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

Telephone

+44 1772897200

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

3777037

Internet address(es)

Main address

www.placesforpeople.co.uk

Buyer's address

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

Country

United Kingdom

Region code

UKF30 - Lincolnshire

Internet address(es)

Main address

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

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

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](#)

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

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

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

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

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

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