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Award

Digital Communications and Resident Engagement Services

CLARION HOUSING GROUP LIMITED

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-019696

Procurement identifier (OCID): ocds-h6vhtk-047312

Published 27 June 2024, 3:06pm

Section I: Contracting authority/entity

I.1) Name and addresses

CLARION HOUSING GROUP LIMITED

6 More London Place

London

SE12DA

Contact

Terry Ireland

Email

terry.ireland@clarionhg.com

Country

United Kingdom

Region code

UKI - London

Companies House

IP28038R

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

Digital Communications and Resident Engagement Services

Reference number

9011/2024/TWI

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

To create, develop and implement unique, branded, and relevant digital platforms to showcase and promote regeneration projects.

1. Build and maintain a dynamic regeneration specific website and digital engagement tools that have the capacity to operate as standalone and as fully integrated systems in the Clarion estate. The project name, logo mark and colour palette to follow Clarion Housing brand guidelines.
2. Increase transparency and innovation within the sector: build trust with residents during the construction process. This will foster a feeling of ownership of the new homes before completion and handover.
3. Improve communication with residents by supporting our regeneration team with evidence about the work conducted and social value impact. Residents and other stakeholders will benefit from access to other project platforms and content.

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: £230,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48510000 - Communication software package

II.2.3) Place of performance

NUTS codes

- UKI - London
- UKJ - South East (England)

II.2.4) Description of the procurement

Objectives of the service:

To create, develop and implement unique, branded, and relevant digital platforms to showcase and promote regeneration projects.

1. Build and maintain a dynamic regeneration specific website and digital engagement tools that have the capacity to operate as standalone and as fully integrated systems in the Clarion estate. The project name, logo mark and colour palette to follow Clarion Housing brand guidelines.
2. Increase transparency and innovation within the sector: build trust with residents during the construction process. This will foster a feeling of ownership of the new homes before completion and handover.
3. Improve communication with residents by supporting our regeneration team with evidence about the work conducted and social value impact. Residents and other stakeholders will benefit from access to other project platforms and content.

Vision for the service:

Our vision is to bring a new lease of life to the neighbourhoods earmarked for regeneration, improving conditions for existing residents and making them desirable places to live. We will deliver high quality, mixed tenure communities with private and public outdoor spaces. It is important communication is delivered in a holistic way, allowing multiple entry points and tailored content so each resident feels they are at the centre of the regeneration.

Each bespoke platform built by the supplier meets the needs of the local community, highlighting site activity, and tracks the progress of the project. This shows how and why we build places our residents wish to live. As each project develops and displays best

practice it builds trust in our communities and brand.

Platforms that demonstrate unique opportunities for engagement by providing:

- Bespoke digital platforms, tailored by project and the needs of existing residents, and wider community.
- A hub of information documenting each step of the customer journey. The content is arranged to address the needs of specific stakeholder groups.
- The platform de-risks project delays, challenging stakeholder groups and supports reputation management through an evidence-based approach to communication.
- Open access to residents demonstrating project delivery; resulting in positive feedback and personal investment.
- Manages expectations through tailored digital communication allowing a personal approach by creating specific information for each household builds trust.
- Provides regular updates through print and digital publications (newsletters), platform content updates.
- Reflects residents needs during the design phase.
- Social value initiatives delivered throughout the regeneration timeline.
- Two-way interface with residents via the platform

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

The purpose of this VEAT is to validate the decision to directly award a contract the ebrik Ltd for the provision of digital communications and resident engagement services to support regeneration projects and highlight the construction of new homes on sites across the country.

Objectives of the service:

To create, develop and implement unique, branded, and relevant digital platforms to showcase and promote regeneration projects. Ebrik will:

1. Build and maintain a dynamic regeneration specific website and digital engagement tools that have the capacity to operate as standalone and as fully integrated systems in the Clarion estate. The project name, logo mark and colour palette to follow Clarion Housing brand guidelines.
2. Increase transparency and innovation within the sector: build trust with residents during the construction process. This will foster a feeling of ownership of the new homes before completion and handover.
3. Improve communication with residents by supporting our regeneration team with evidence about the work conducted and social value impact. Residents and other stakeholders will benefit from access to other project platforms and content.

Vision for the service:

Our vision is to bring a new lease of life to the neighbourhoods earmarked for regeneration, improving conditions for existing residents and making them desirable places to live. We will deliver high quality, mixed tenure communities with private and public outdoor spaces. It is important communication is delivered in a holistic way,

allowing multiple entry points and tailored content so each resident feels they are at the centre of the regeneration.

Each bespoke platform built by ebrik meets the needs of the local community, highlighting site activity, and tracks the progress of the project. This shows how and why we build places our residents wish to live. As each project develops and displays best practice it builds trust in our communities and brand.

Ebrik's USP's

Their platforms demonstrate unique opportunities for engagement by providing:

- Bespoke digital platforms, tailored by project and the needs of existing residents, and wider community.
- A hub of information documenting each step of the customer journey. The content is arranged to address the needs of specific stakeholder groups.
- The platform de-risks project delays, challenging stakeholder groups and supports reputation management through an evidence-based approach to communication.
- Open access to residents demonstrating project delivery; resulting in positive feedback and personal investment.
- Manages expectations through tailored digital communication allowing a personal approach by creating specific information for each household builds trust.
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Service includes:

- Design and build the digital infrastructure.
- Website and digital platform development.

- Social media promotion: content creation with responsibility to post regularly on different channels.
- Integrate platforms and content into the Clarion digital estate when required.
- Site visits - regular site visits to be part of the regular updates, including interviews with contractors on site, video walkthroughs of partially completed buildings and additional filming as required.
- Creation of written promotional material for distribution and inclusion for print and digital presentation, including large format sign boards, hoarding etc.
- Develop video content to promote engagement tools and use across digital and social media channels.
- Support and maintenance of website, platforms and engagement tools including security.
- Any other recommendations to be considered.
- Additional services as required.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

27 June 2024

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

ebrik Ltd

71-75 Shelton Street, Covent Garden #

London

WC2H 9JQ

Country

United Kingdom

NUTS code

- UKI - London

Companies House

11398676

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £230,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

London

Country

United Kingdom