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Tender

## **DPS for Creative and Marketing services**

Clarion Housing Group

F02: Contract notice

Notice identifier: 2021/S 000-020460

Procurement identifier (OCID): ocds-h6vhtk-02d75b

Published 20 August 2021, 12:15pm

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

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

Clarion Housing Group

Level 6, 6 More London Place, Tooley Street

London

SE1 2DA

#### **Email**

[procurement@clarionhg.com](mailto:procurement@clarionhg.com)

#### **Telephone**

+44 1413327453

#### **Country**

United Kingdom

## **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

<https://www.clarionhq.com>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./68VQ4V438W>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

## **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**

DPS for Creative and Marketing services

Reference number

6165

#### **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**

Clarion Housing Group (CHG) is seeking to establish a Dynamic Purchasing System (DPS) for a range of marketing and creative services within Marketing and Communication Teams as well as other areas of the business.

The below lots are included as part of this DPS

Lot 1 - Day to day creative design services

Lot 2 - Corporate Design

Lot 3 - Freelance Design Services

Lot 4 - Creative and Brand Strategy

Lot 5 - Market Research

Lot 6 - Regeneration Creative Design

Lot 7 - Creative and Brand agencies – medium/large property schemes

Lot 8 - Interior design and furnishing

Lot 9 - Media buying

Lot 10 - Marketing suite design and delivery

Lot 11 - Hoarding and signage solutions

Lot 12 - Computer Generated Imagery (CGI)

Lot 13 - Architectural model makers

Lot 14 - Digital and interactive systems

This DPS is for Clarion Housing Group, which covers all of Clarion, including its subsidiaries present and future.

### **II.1.5) Estimated total value**

Value excluding VAT: £62,760,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

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

Day to day creative design services

Lot No

1

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79900000 - Miscellaneous business and business-related services

- 79800000 - Printing and related services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79400000 - Business and management consultancy and related services
- 79342200 - Promotional services
- 79413000 - Marketing management consultancy services
- 79410000 - Business and management consultancy services
- 79341400 - Advertising campaign services
- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22300000 - Postcards, greeting cards and other printed matter
- 22160000 - Booklets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To cover a range of consultancy support for our smaller design briefs and campaigns either to provide specialist or supplementary skills to the in house teams. It will include day to day

design work, artworking, mini branding and small campaigns. Specific project tasks within this requirement may include, but are not limited to:

:

- Campaign creative
- Corporate Mailers
- Templates
- Adverts
- Infographics
- Populating existing templates
- Leaflets
- Reports
- Invitations
- Posters
- Signage
- Newsletters
- Interactive pdfs
- Digital assets
- HTML emails
- Minor branding changes/updates
- Artwork
- Event materials – banners/collateral
- Image buying
- Copywriting

- Exhibition boards and supporting materials for community consultation events
- Films and animations
- Award submissions

The areas of work which fall outside of the scope of these requirements are as follows:

- PR, print, fulfilment, media buying

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £600,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Corporate Design

Lot No

2

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 22000000 - Printed matter and related products
- 22300000 - Postcards, greeting cards and other printed matter
- 22314000 - Designs
- 71242000 - Project and design preparation, estimation of costs
- 79311100 - Survey design services
- 79415200 - Design consultancy services
- 79421200 - Project-design services other than for construction work
- 79822500 - Graphic design services
- 79930000 - Specialty design services

- 79900000 - Miscellaneous business and business-related services
- 79933000 - Design support services
- 24931000 - Photographic plates and films
- 22100000 - Printed books, brochures and leaflets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To create bespoke investor relations materials, annual reports, financial documents and targeted materials for key audiences on an ad-hoc and/ or programmed basis.

This includes, but is not limited to, the following services:

- Produce the annual and half year financial statements as well as quarterly investor updates.
- Produce high-quality collateral materials for a corporate audience that may include funders, investors, political stakeholders including but not limited to:
  - Printed publications including newsletters, booklets, publications, leaflets, flyers, posters, invitations, reports
- Digital assets
- Bid tenders and documents
- Development brochures
- Corporate mailers
- Presentation Materials
- Films and animations

- Infographics and templates
- Copywriting
- Image buying
- Award submissions

The areas of work which fall outside of the scope of these requirements are as follows:

PR, print, fulfilment, media buying

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £600,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Freelance Design Services

Lot No

3

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 22000000 - Printed matter and related products
- 22300000 - Postcards, greeting cards and other printed matter
- 22314000 - Designs
- 71242000 - Project and design preparation, estimation of costs
- 79311100 - Survey design services
- 79415200 - Design consultancy services
- 79421200 - Project-design services other than for construction work
- 79822500 - Graphic design services

- 79930000 - Specialty design services
- 79900000 - Miscellaneous business and business-related services
- 79933000 - Design support services
- 24931000 - Photographic plates and films
- 22100000 - Printed books, brochures and leaflets
- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22160000 - Booklets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To cover a range of creative support to assist with internal design overspill and will include day to day design, artworking, template population and creation of digital assets.

This includes, but is not limited to, the following services:

- Campaign creative
- Corporate Mailers
- Templates
- Adverts
- Infographics

- Populating existing templates
- Leaflets
- Reports
- Invitations
- Posters
- Signage
- Newsletters
- Interactive pdfs
- Digital assets
- HTML emails
- Minor branding changes/updates
- Artwork
- Event materials – banners/collateral
- Image buying
- Films and animations

The areas of work which fall outside of the scope of these requirements are as follows:

- PR, print, fulfilment, media buying

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £480,000

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

## **II.2.10) Information about variants**

Variants will be accepted: No

## **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Creative and Brand Strategy

Lot No

4

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22300000 - Postcards, greeting cards and other printed matter
- 22160000 - Booklets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

Strategic creative agency to align with our social purpose and impact, provide branding and strategy led creative. Professionals who can help us achieve our desire to be seen as a leader in the sector through thoughtful and intelligent communication campaigns and strategic development.

This includes, but is not limited to, the following services:

- Campaign creative development and production

- Campaign coordination
- Brand positioning and development work
- Brand strategy
- Digital marketing and emerging channels
- Brand measurement
- Creative design to include adverts, templates, infographics, reports, brochures, newsletters, digital assets
- Image buying
- Copywriting
- Films and animations
- Award submissions
- Events

The areas of work which fall outside of the scope of these requirements are as follows:

- PR, print, fulfilment, media buying

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,200,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

#### Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

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

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

Market Research

Lot No

5

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79500000 - Office-support services

- 79800000 - Printing and related services
- 79900000 - Miscellaneous business and business-related services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79342310 - Customer survey services
- 79342311 - Customer satisfaction survey
- 79342320 - Customer-care services
- 79342321 - Customer-loyalty programme
- 79413000 - Marketing management consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

Agencies to carry out quantitative and qualitative market research ranging from full service to field and tab. Capacity to deliver large scale representative sample telephone surveys using CATI software or similar to manage sampling. Expertise in questionnaire design and qualitative methods, preferably in a third-sector / public sector setting. Capability to deliver reports, presentations and provide analysis beyond basic cross-tabs, such as cluster analysis.

This includes, but is not limited to, the following surveys:

• Specific project tasks within this requirement may include, but are not limited to:

- Quantitative and qualitative market research; full service to field and tab
- Delivery of large scale representative sample
- Telephone surveys using CATI software or similar
- Questionnaire design and qualitative methods
- Third sector experience
- Deliver reports and presentations

Provide complex analysis such as cluster analysis

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,560,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Regeneration Creative Design

Lot No

6

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

- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22160000 - Booklets
- 22300000 - Postcards, greeting cards and other printed matter

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To deliver smaller design briefs; campaigns; day-to-day design work; artworking; populating existing templates. Also, to provide mini branding projects and deliver digital assets.

This includes, but is not limited to, the following surveys:

- Formal Residents Offer documents
- Newsletters
- Flyers and posters
- Videos
- Consultation materials
- Branded templates
- Infographics
- Populating existing branded templates
- Leaflets
- Reports
- Invitations
- Posters
- Signage artwork
- Interactive PDFs
- Digital assets
- Social media templates and assets
- HTML emails

- Event materials – banners/collateral/ exhibition boards
- Image sourcing for design
- Films and animations for online platforms

The areas of work which fall outside of the scope of these requirements are as follows:

- Press and media relations

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,080,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Creative and Brand agencies – medium/large property schemes

Lot No

7

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79500000 - Office-support services
- 79800000 - Printing and related services
- 79900000 - Miscellaneous business and business-related services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services

- 79413000 - Marketing management consultancy services
- 79410000 - Business and management consultancy services
- 79341400 - Advertising campaign services
- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22300000 - Postcards, greeting cards and other printed matter
- 22160000 - Booklets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To deliver property marketing and design services for private sales and shared ownership developments across the UK including but not limited to research, brand identity, graphic design, artworking, copywriting, sales particulars including maps and detailed plans, project management, print coordination..

This includes, but is not limited to, the following surveys:

- Property creative and branding services
- Creative project management
- Full service branded marketing collateral
- Maps, site plans and floor plans
- Infographics

- Advertising campaign concepts and creative artworking
- Populating brochure template guidelines
- Signage design and artworking
- Digital assets design and artworking
- HTML marketing emails
- Marketing event design and management
- Image buying
- Copywriting
- Film, photography and animation planning, design, development and project management
- Commissioning and managing third party suppliers e.g. CGI design, print, photography

The areas of work which fall outside of the scope of these requirements are as follows:

- Media management and buying
- Social media management
- Interior design
- Sales & Marketing suites

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £6,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Interior design and furnishing

Lot No

8

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 22314000 - Designs
- 71242000 - Project and design preparation, estimation of costs
- 79311100 - Survey design services
- 79415200 - Design consultancy services
- 79421200 - Project-design services other than for construction work
- 79822500 - Graphic design services
- 79930000 - Specialty design services
- 79900000 - Miscellaneous business and business-related services
- 79933000 - Design support services
- 79932000 - Interior design services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To design interior concepts, supply and install FF&E for show homes at a range of budgets, or to supply and install residential interior furniture packages to suit a range of budgets.

This includes;

- Supply and install residential furniture packages
- Residential interior design and installation service
- Residential specification consultancy service
- Residential dressing and styling, removals and maintenance services

The areas of work which fall outside of the scope of these requirements are as follows:

- Commercial fit outs
- Structural and modular builds

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £6,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Media buying

Lot No

9

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

- 79310000 - Market research services
- 79311000 - Survey services
- 79312000 - Market-testing services
- 79313000 - Performance review services
- 79314000 - Feasibility study
- 79315000 - Social research services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To implement media planning and buying through a fully integrated approach using online and offline channels regionally, nationally and internationally as required.

This includes, but is not limited to, the following services:

- Audience research and consultancy
- Digital online media planning, buying and management service
- Offline media planning and buying service
- Integrated media performance tracking and reporting

The areas of work which fall outside of the scope of these requirements are as follows:

- Web design
- Graphic design and branding services

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £21,600,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Marketing suite design and delivery

Lot No

10

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79800000 - Printing and related services
- 79900000 - Miscellaneous business and business-related services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79342000 - Marketing services

- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79413000 - Marketing management consultancy services
- 79410000 - Business and management consultancy services
- 79341400 - Advertising campaign services
- 22120000 - Publications
- 22140000 - Leaflets
- 22150000 - Brochures
- 22300000 - Postcards, greeting cards and other printed matter
- 22160000 - Booklets

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To design, supply and install sales and marketing suite solutions on site including design, fit out, FF&E, interior design and internal signage solutions.

This includes, but is not limited to, the following services:

- Marketing suite design and installation from Category A fit out
- Marketing suite design and delivery from shell and core
- Marketing suite design, manufacture and delivery – modular or bespoke builds

The areas of work which fall outside of the scope of these requirements are as follows:

- Branding
- Hoarding, scaffold wraps and external site signage
- IT set up and installation
- Model making
- Interactive systems

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £12,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Hoarding and signage solutions

Lot No

11

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79800000 - Printing and related services
- 79900000 - Miscellaneous business and business-related services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 34928470 - Signage
- 34928000 - Road furniture

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To produce, manufacture, supply and install on-site internal and external signage solutions

This includes, but is not limited to, the following services:

- Artworking from templates
- Di-bond hoarding production and installation
- Flags production and installation
- Stack board production and installation
- Roadside signage production and installation
- AA and AA-type directional signage
- Vinyl wraps and stickers - production and installation
- Scaffold banners production and installation
- Scaffold wraps / monarflex production and installation
- Mesh banners production and installation
- Permanent signage production and installation
- Retail and POS display signage production and installation
- Sales boards, internal signage boards and temporary display signage production and installation
- Pop up / roller banners and exhibition display production and installation

The areas of work which fall outside of the scope of these requirements are as follows:

- Branding, graphic design and marketing services

- Marketing suite design and installation
- Interior design

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £6,000,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Computer Generated Imagery (CGI)

Lot No

12

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79900000 - Miscellaneous business and business-related services
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79341400 - Advertising campaign services
- 48321100 - Computer-aided design (CAD) system
- 48321000 - Computer-aided design (CAD) software package
- 48320000 - Drawing and imaging software package
- 48000000 - Software package and information systems
- 48300000 - Document creation, drawing, imaging, scheduling and productivity software package

- 72212321 - Computer-aided design (CAD) software development services
- 72000000 - IT services: consulting, software development, Internet and support
- 48322000 - Graphics software package

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To design and render photorealistic Computer Generated Imagery (CGI) of proposed developments from CAD drawings and plans.

This includes, but is not limited to, the following services:

- External and internal CGI views view
- Virtual fly through videos
- Virtual tour CGIs
- Digital apartment dressing (from photo/virtual tour)
- Files supplied in suitable format for integration into interactive software

The areas of work which fall outside of the scope of these requirements are as follows:

- Interactive systems
- Microsite and website design
- Standard hardware and display technology (e.g. TV screens, tablet devices, non-specialist display solutions)

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £4,200,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Architectural model makers

Lot No

13

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 71220000 - Architectural design services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To produce realistic scaled 3D architectural models depicting finished architecture and landscapes from CAD drawings.

This includes, but is not limited to, the following services:

- Optional LED lighting hardware and circuit controls and ability to integrate with interactive systems
- Travel models, stands and cases

The areas of work which fall outside of the scope of these requirements are as follows:

- Digital and interactive systems

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £720,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/68VQ4V438W>

## **II.2) Description**

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

Digital and interactive systems

Lot No

14

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 48445000 - Customer Relation Management software package
- 48480000 - Sales, marketing and business intelligence software package
- 48500000 - Communication and multimedia software package
- 48481000 - Sales or marketing software package
- 48110000 - Point of sale (POS) software package
- 48316000 - Presentation software package
- 48320000 - Drawing and imaging software package
- 48219700 - Communications server software package
- 48100000 - Industry specific software package
- 48900000 - Miscellaneous software package and computer systems

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

To design and supply kiosk-style interactive application software and hardware to display development and plot information through an integrated solutions at marketing suites, show homes and exhibitions.

This includes, but is not limited to, the following services:

- Content Management systems able to support rich media e.g. photo and video, panoramic views, interactive virtual tours etc.
- Lighting and hardware integration for models, screens and touch pads
- Integration into CMS/CRM for day-to-day client management (e.g. availability, plot status, add or hide plots)

The areas of work which fall outside of the scope of these requirements are as follows:

- Architectural model making
- Website or microsite design
- Branding and visual identity

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £720,000

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

## Description of renewals

The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/68VQ4V438W>

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Selection criteria as stated in the procurement documents

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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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 setting up of a dynamic purchasing system

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 September 2021

Local time

2:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

1 November 2021

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: The DPS will last for 5 years and we reserve the right to extend this on an annual rolling basis for an additional 5 years at the discretion of CHG

## **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

## **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

We will be using the Delta e-sourcing portal and to submit an application to join the DPS you will need to register with them as a supplier. The link is <https://www.delta-esourcing.com/>  
The access code for DPS application is 68VQ4V438W

The DPS is a two-stage process, as explained hereunder:

In the initial set-up stage, all organisations who meet the selection criteria and are not excluded will be admitted to the DPS. There will be no limit on the number of suppliers that may join the DPS for each service category. New suppliers can also apply to join the DPS at any point during its lifetime, even those who were rejected previously.

Individual contracts are awarded during the second stage. At this stage, approved suppliers of the DPS, will be invited to bid for the service category and location for a specific contract.

At “Call for Competition” stage Clarion may select suppliers to bid for a specific project/ requirement based on the Lots or Housing Regions. If Clarion requires multiple Lot services, Specialisms and/ or Housing Regions for a specific project, they reserve the right to select only those suppliers who are on the DPS for all of those Lots, Specialisms and/ or Housing Regions.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://clarion.delta-esourcing.com/tenders/UK-UK-London:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./68VQ4V438W>

To respond to this opportunity, please click here:

<https://clarion.delta-esourcing.com/respond/68VQ4V438W>

GO Reference: GO-2021820-PRO-18773337

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

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

The Royal Courts of Justice

The Strand

London

WC2 2LL

Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>

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

World Courts of Justice

The Strand

London

WC22LL

Country

United Kingdom