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Contract

Welcome Back Fund initiatives supporting local hospitality economy

London Borough of Hillingdon

F03: Contract award notice

Notice identifier: 2021/S 000-020537

Procurement identifier (OCID): ocids-h6vhtk-02ad9c

Published 20 August 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

London Borough of Hillingdon

London

Hillingdon

London

Email

AMayo@hillington.gov.uk

Country

United Kingdom

NUTS code

UKI74 - Harrow and Hillingdon

Internet address(es)

Main address

www.hillingdon.gov.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Welcome Back Fund initiatives supporting local hospitality economy

II.1.2) Main CPV code

- 77300000 - Horticultural services

II.1.3) Type of contract

Services

II.1.4) Short description

The Government announced on 20 March 2021 that the Reopening High Streets Safely Fund (RHSSFF) has been extended with a new delivery phase up to the end of March 2022 called The Welcome Back Fund (WBF). The WBF is a funding source of eligible activities to better support the reopening of local economies and is the funding source for the scope of activities as outlined within this tender opportunity. The scope of eligible activities has increased significantly to better support the reopening of local economies. As with all activity supported by the European Regional Development Fund programme any investment will need to be compliant with the EU State Aid rules and European Regional Development Fund (ERDF) procurement and branding requirements

Government guidance confirms that the WBF will continue to support the four main types of existing RHSSF activities as outlined in the original guidance including:

1. Support to develop an action plan for safe reopening of local economies;
2. Communications and public information;
3. Business-facing awareness raising activities; and
4. Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.

The London Borough of Hillingdon (the Council) is looking to engage with a supplier(s) to provide the above support as outlined in the Lots below;

LOT 1: 'Welcome Back' themed branding for town centres and local parades

LOT 2: Specialist Retail/Town Centre expertise to support small independent businesses within town centres and local parades

LOT 3: Rental of temporary street furniture & supporting maintenance to facilitate the safe reopening of High Streets

The Council reserves the right to award some, all or none of the Lots.

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: £545,000

II.2) Description

II.2.1) Title

Lot No

LOT 1

II.2.2) Additional CPV code(s)

- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKI74 - Harrow and Hillingdon

II.2.4) Description of the procurement

'Welcome Back' themed branding for town centres and local parades

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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

II.2) Description

II.2.1) Title

Lot No

LOT 2

II.2.2) Additional CPV code(s)

- 55900000 - Retail trade services

II.2.3) Place of performance

NUTS codes

- UKI74 - Harrow and Hillingdon

II.2.4) Description of the procurement

Lot 2 - Specialist Retail/Town Centre expertise to support small independent businesses within town centres and local parades.

LBH are looking for an experienced consultant/consultancy required to support small independent businesses in reopening safely and attracting visitors and residents back to enjoying spending time and money in the town centres and local parades. To achieve this, the scope of services is expected to include:

1. Organising a promotional event for each of the nine minor and local town centres between August 2021 up to February 2022;
2. Organising up to two promotional events within Uxbridge and the five district centres between August 2021 up to February 2022;
3. Delivering a tailored (short, sharp, non-accredited) Visual Merchandising programme to improve the appearance of shop fronts and provide a welcome across the town centres and parades;

4. Digital High Streets training to help small independent businesses across the town centres and parades adapt to on-line retail including click & collect and encouraging the increased use of film and social media to help businesses with more effective marketing. This will include promoting the businesses benefits for signing up to the Hillingdon Business Directory and Hillingdon First Card ;
5. Temporary 'pop-up' use and/or screening of prominent empty shops within the town centres, and
6. Compiling an overall Welcome Back promotional plan bringing together all elements of business support, programme of events and co-ordination across town centre, licencing, green spaces and corporate communications teams

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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

II.2) Description

II.2.1) Title

Lot No

LOT 3

II.2.2) Additional CPV code(s)

- 34928400 - Urban furniture

II.2.3) Place of performance

NUTS codes

- UKI74 - Harrow and Hillingdon

II.2.4) Description of the procurement

LOT 3 - Rental of temporary street furniture & supporting maintenance to facilitate the safe reopening of High Streets

The London Borough of Hillingdon is looking to engage with a supplier(s) to provide and maintain temporary street furniture such as parklets, planters and hand sanitisers within our town centres to support the safe reopening of High Streets from 26 July 2021 up to 28 February 2022.

Initially this will be trialled in four town centres; Uxbridge, Eastcote, Ruislip and Northwood with the potential for future roll out within our other high streets and local shopping parades. The Council has undertaken consultation with businesses within these areas to ascertain what measures would be supported. Drawings detailing the results of the consultation along with possible locations for the intervention can be found in Appendices B - L (final quantities and locations will be confirmed before orders are placed)

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: Yes

Identification of the project

Reopening High Streets Safely Fund (RHSFF) & The Welcome Back Fund (WBF)

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-009771](#)

Section V. Award of contract

Lot No

1

Title

LOT 1 'Welcome Back' themed branding for town centres & local parades

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 July 2021

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Whistlejacket London

8 Berwick Street

London

W1F 0PH

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Total value of the contract/lot: £65,000

Section V. Award of contract

Lot No

2

Title

LOT 2: Specialist Retail/Town Centre expertise to support small independent businesses within town centres and local parades

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 July 2021

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Retail Revival Ltd

130 High Street

Hemel Hempstead

HP1 3AH

Country

United Kingdom

NUTS code

- UKH23 - Hertfordshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £142,720

Section V. Award of contract

Lot No

3

Title

LOT 3: Rental of temporary street furniture & supporting maintenance to facilitate the safe reopening of High Streets

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 July 2021

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Meristem Design

Holden House, 4th Floor, 57 Rathbone Place

London

W1T 1JU

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £303,490

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Courts of Justice, Strand

London

WC1A 2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court of England and Wales

Royal Courts of Justice, Strand

London

WC1A 2LL

Country

United Kingdom

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

London Borough of Hillingdon

Civic Centre

Uxbridge

UB8 1UW

Country

United Kingdom