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Tender

## **Sales and Marketing Consultancy Services for Grange Farm (Phase 1)**

Harrow Council

F02: Contract notice

Notice identifier: 2022/S 000-020599

Procurement identifier (OCID): ocids-h6vhtk-0356d9

Published 28 July 2022, 11:58am

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

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

Harrow Council

Civic Centre

Harrow

HA1 2XY

#### **Contact**

Mr Marzuki Haji

#### **Email**

[marzuki.haji@harrow.gov.uk](mailto:marzuki.haji@harrow.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI7 - Outer London – West and North West

**Internet address(es)**

Main address

<http://www.harrow.gov.uk>

Buyer's address

<http://www.harrow.gov.uk>

**I.3) Communication**

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

<https://www.londontenders.org/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.londontenders.org/>

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

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Sales and Marketing Consultancy Services for Grange Farm (Phase 1)

Reference number

DN593293

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

- 70300000 - Real estate agency services on a fee or contract basis

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

Services

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

This is a tender for the sales and marketing consultancy for the sale of the first phase of Shared Ownership homes on the council owned site at Grange Farm in South Harrow. The estate is being regenerated and when complete will deliver a total of 574 homes.

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKI7 - Outer London – West and North West

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

This is a tender for the sales and marketing consultancy for the sale of the first phase of Shared Ownership homes on the council owned site at Grange Farm in South Harrow. The estate is being regenerated and when complete will deliver a total of 574 homes. A hybrid planning application was submitted in late 2017.

a. Phase 1 – detailed consent for 89 homes

b. Phases 2 and 3 – outline consent for 485 homes

Consent was issued in March 2019 and details can be found under planning reference P/3524/16

Harrow Council are searching for suitably qualified consultants to support the project team with all sales and marketing functions to achieve the Council's ambitions for the scheme as a whole by delivering an effective take up of the Shared Ownership homes in the first phase.

Higgins are contractors appointed to construct the Phase 1 homes with completion expected from Feb/March 2023. This will deliver 20 homes for Shared Ownership (10 x 1bed flats + 10 x 2 bed flats). The remaining homes will be let as social rent to existing secure tenants on the estate.

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

Quality criterion - Name: Quality / Technical / Weighting: 50

Quality criterion - Name: Social value / Weighting: 10

Price - Weighting: 40

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

An initial term of 12 months with an option to extend by 6 months.

#### **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

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## **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: No

### **IV.2) Administrative information**

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

Date

30 August 2022

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

30 August 2022

Local time

12:30pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Royal Court of Justice

London

Country

United Kingdom