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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): ocds-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

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

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

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

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