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Contract

## **Marketing and Branding Agent - LBH Britannia Phase 2b**

London Borough of Hackney

F03: Contract award notice

Notice identifier: 2022/S 000-022050

Procurement identifier (OCID): ocds-h6vhtk-03360c

Published 10 August 2022, 3:45pm

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

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

London Borough of Hackney

1 Reading Lane

Hackney

E8 1GQ

#### **Contact**

Mr Roy Bean

#### **Email**

[procurement.admin@hackney.gov.uk](mailto:procurement.admin@hackney.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI41 - Hackney and Newham

**Internet address(es)**

Main address

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

Buyer's address

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

**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**

Marketing and Branding Agent - LBH Britannia Phase 2b

Reference number

DN605941

#### **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**

The London Borough of Hackney is seeking to procure a Marketing and Branding Agent to support the Strategy and Implementation Phases of the Britannia Phase 2b Project. In particular, this relates to the private for sale homes within this mixed tenure Phase.

Phase 2b of the Britannia project follows on from the successful delivery and operation of the new City of London Academy Shoreditch Park (CoLASP) and Britannia Leisure Centre (BLC) as part of Phase 1. Phase 2b, on the site of the old Britannia Leisure Centre, is the first phase of residential development and encompasses the Design and Build of residential blocks H3, H4, H5 and H6 - ranging in height from three storeys to twenty-five storeys. The project will be of mixed tenure, delivering 81 affordable homes, and 314 homes for private sale. The sale and marketing of 30 Shared Ownership homes will be managed and delivered by Hackney Sales, and is not included within this contract. Liaison and coordination with Hackney Sales will be expected to ensure a coherent cross estate approach.

These Consultancy Services will be procured using the Open Procedure and will be evaluated on a 60% quality and 40% cost basis. Given the estimated Contract Sum for the whole life of the contract is potentially above the Public Contract Regulations 2015 threshold, this Contract Notice is issued via the Find a Tender Service (FTS). The Employer will be the Mayor and Burgesses of the London Borough of Hackney, and the successful supplier will be required to sign up to the Council's Standard Services Agreement Terms and Conditions.

The Contract commencement is estimated to be August 2022, with an end date to coincide with the Sale of the last private for sale property (estimated March 2027). This Agent will work closely with the Sales Agent for the project to develop and deliver the Sales and Marketing Strategy for the private for sale units within this phase. The Sales Agent is currently being separately procured via the Notting Hill Genesis Estate Agents' Framework.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £31,000 / Highest offer: £350,000 taken into consideration

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

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

NUTS codes

- UKI41 - Hackney and Newham

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

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

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-012143](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

29 July 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 7

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

#### **V.2.3) Name and address of the contractor**

Four Communications Group Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Lowest offer: £31,000 / Highest offer: £350,000 taken into consideration

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## **Section VI. Complementary information**

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

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

The Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom