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Tender

## **Home Group Media Buying Agency Services**

Home Group

F02: Contract notice

Notice identifier: 2022/S 000-022474

Procurement identifier (OCID): ocds-h6vhtk-035be0

Published 15 August 2022, 3:45pm

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

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

Home Group

2 Gosforth Park Way

Newcastle Upon Tyne

NE12 8ET

#### **Contact**

Mrs Laura Herbert

#### **Email**

[laura.herbert@homegroup.org.uk](mailto:laura.herbert@homegroup.org.uk)

#### **Telephone**

+44 1916079679

**Country**

United Kingdom

**Region code**

UKC - North East (England)

**Internet address(es)**

Main address

<http://www.homegroup.org.uk/Pages/default.aspx>

Buyer's address

<http://www.homegroup.org.uk/Pages/default.aspx>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

[www.housingprocurement.com](http://www.housingprocurement.com)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.housingprocurement.com](http://www.housingprocurement.com)

**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**

Home Group Media Buying Agency Services

Reference number

DN627186

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

- 79340000 - Advertising and marketing services

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

Services

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

Home Group are seeking to appoint an innovative and dynamic partner to supply a media buying service to support our national programme of new build homes marketed under the Persona Homes brand. The main purpose of the contract is to support the marketing team to achieve their targets in acquiring leads for the right homes in a cost effective manner.

At a high level, the agency will be responsible for all media purchase on our behalf of our team, although 'portals' are not included.

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

Value excluding VAT: £2,425,335

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

This contract is divided into lots: No

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

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

#### NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

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

The contract covers England only .

It is our intention to appoint a single supplier to the contract.

Effective marketing is essential to support our challenging sales targets we need to achieve each year. Key to achieving our targets are lead generating marketing campaigns to deliver monthly leads targets to drive reservations of new homes for sale.

The supplier must provide a best in class media buying service which delivers great customer service, expert advice and access to the best media buying rates possible.

We will deploy a digital first media strategy and expect our advertising placements to:

- Appear where customers would naturally seek information about new homes they could buy
- Interrupt our customers journeys when they are looking at our competitors
- Target potential customers in market who are likely to be interested in buying a new home

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

Quality criterion - Name: Quality / Weighting: 70%

Price - Weighting: 30%

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

Value excluding VAT: £2,425,335

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2+1+1

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

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

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

For details of Key Performance Indicators to be included within this contract, please refer to schedule A7. of the ITT documents.

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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

16 September 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

16 September 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

Home Group reserves the right to cancel the procurement at any time and not to proceed with all or part of the contract. Home Group will not under any circumstances reimburse any expense incurred by bidders in preparing their Selection Questionnaire or tender submissions.

The Selection Questionnaire and tender documents are being made available to bidders via the procurement portal from the outset of the procurement process. Home

Group is following the open procedure to procure the contract, therefore interested bidders are required to complete both Supplier Questionnaire (SQ) and Invitation To Tender (ITT) documents by the deadline in section IV.2.2 of this notice as part of their submission. If a Supplier receives a “Fail” for any of the questions included in the SQ, the Supplier will be excluded from the procurement process and will not have its ITT submission evaluated against the tender evaluation criteria.

Home Group is acting on behalf of itself and any existing or future subsidiary companies (see [www.homegroup.org.uk](http://www.homegroup.org.uk) for more information on the Group);

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

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



High Court of Justice

London

WC2A 2LL

Country

United Kingdom