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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): ocids-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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.housingprocurement.com

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

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

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

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

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 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