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Contract

Marketing Framework Agreement

ForHousing Limited

F03: Contract award notice

Notice identifier: 2021/S 000-023549

Procurement identifier (OCID): ocds-h6vhtk-02e370

Published 22 September 2021, 12:15pm

Section I: Contracting authority

I.1) Name and addresses

ForHousing Limited

52 Regent Street

Eccles

M30 0BP

Contact

The Procurement Team

Email

tenders@forhousing.co.uk

Telephone

+44 1616057606

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.forhousing.co.uk>

Buyer's address

www.forhousing.co.uk

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Marketing Framework Agreement

Reference number

ForHousingMarketingFW-2020

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

ForHousing is procuring a Framework Agreement pursuant to which it is envisaged that contracts will be let to suppliers within the Framework for the provision of a range of print management, marketing and creative design services.

The Framework Agreement is being divided into 2 Lots as follows:

Lot 1 – Print Management

Lot 2 – Creative Design

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,234,767

II.2) Description

II.2.1) Title

Print Management

Lot No

1

II.2.2) Additional CPV code(s)

- 79800000 - Printing and related services
- 79810000 - Printing services
- 79820000 - Services related to printing
- 79823000 - Printing and delivery services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This Lot of the Framework Agreement is for the provision of print management services.

Under this Lot of the Framework Agreement the following entities will have the option to call-off contracts as and when services are required:

(i) ForHousing and any entity within the ForViva group from time to time, which currently includes Liberty

(ii) any entity or joint venture company that ForHousing or any other member of its group holds an interest in from time to time;

(iii) Other Social Housing Providers in the UK (both those that are in existence now and those that may be in existence in the future). "Social Housing Provider" for this purpose means any provider of social housing and includes, without limitation, registered housing providers, local authorities and ALMOs. A list of the current Social Housing Providers can be found by visiting <https://www.gov.uk/government/publications/current-registered-providers-of-social-housing> . Such Social Housing Providers will only be entitled to call off under the Framework Agreement if ForHousing consents

ForHousing intends to appoint no more than 6 suppliers to this Lot of the Framework Agreement following this procurement process, subject to a receipt of a sufficient number of complete and compliant bids.

Once the Framework Agreement has been set up, ForHousing intends to award a contract to the supplier whose bid for a place on this Lot of the Framework scored the highest following the evaluation of bids in accordance with section 8 of the ITT (the "ForHousing Print Management Contract"). (Note that this represents ForHousing's current intention with respect to the award of the ForHousing Print Management Contract. As an alternative, ForHousing reserves the right to hold a mini competition amongst the framework suppliers appointed to this Lot to determine who to award the contract to, if it considers it appropriate to do so.)

For further details of the scope of the ForHousing Print Management Contract and the services to be carried out under it please refer to the specification attached at Part 1 of

Appendix 4 of the ITT.

It is envisaged that the ForHousing Print Management Contract will last for a period of 4 years, subject to the rights of termination contained in the Contract.

The estimated value of the ForHousing Print Management Contract over its 4 year term is approximately £658,432.00 (ex VAT)

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

II.2.14) Additional information

The Authority reserves the right to cancel the procurement at any time and not to proceed with all or part of the Contract.

The Authority will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their selection questionnaire or tender submissions.

II.2) Description

II.2.1) Title

Creative Design

Lot No

2

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Under this Lot of the Framework Agreement the following entities will have the option to call-off contracts as and when services are required:

(i) ForHousing and any entity within the ForViva group from time to time, which currently includes Liberty

(ii) any entity or joint venture company that ForHousing or any other member of its group holds an interest in from time to time;

(iii) Other Social Housing Providers in the UK (both those that are in existence now and those that may be in existence in the future). “Social Housing Provider” for this purpose means any provider of social housing and includes, without limitation, registered housing providers, local authorities and ALMOs. A list of the current Social Housing Providers can be found by visiting <https://www.gov.uk/government/publications/current-registered-providers-of-social-housing> . Such Social Housing Providers will only be entitled to call off under the Framework Agreement if ForHousing consents

ForHousing intends to appoint no more than 6 suppliers to this Lot of the Framework Agreement following this procurement process, subject to a receipt of a sufficient number of complete and compliant bids.

Once the Framework Agreement has been set up, ForHousing intends to award a contract to the supplier whose bid for a place on this Lot of the Framework scored the highest following the evaluation of bids in accordance with section 8 of the ITT (the “ForHousing Creative Design Contract”). (Note that this represents ForHousing’s current intention with respect to the award of the ForHousing Creative Design Contract. As an alternative, ForHousing reserves the right to hold a mini competition amongst the framework suppliers appointed to this Lot to determine who to award the contract to, if it considers it appropriate to do so.)

For further details of the scope of the ForHousing Creative Design Contract and the

services to be carried out under it please refer to the specifications attached at Part 2 of Appendix 4 of the ITT.

It is envisaged that the ForHousing Creative Design Contract will last for a period of 4 years, subject to the rights of termination contained in the Contract.

The estimated value of the ForHousing Creative Design Contract, over its 4 year term is approximately £635,068.00 (ex VAT)

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Pricing / Weighting: 30

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

II.2.14) Additional information

The Authority reserves the right to cancel the procurement at any time and not to proceed with all or part of the Contract.

The Authority will not, under any circumstances, reimburse any expense incurred by Applicants in preparing their selection questionnaire or tender submissions.

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 248-619095](#)

Section V. Award of contract

Contract No

2020/S 248-619095

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Steffco Ltd

78 Armley Road

Leeds

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03234103

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

William Pollard and Co. LTD

Oak House

Exeter

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00065337

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Continuous Dataprint (UK) Ltd

74 – 82 Rose Lane

Liverpool

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02696956

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

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Title

Print Management

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V.2) Award of contract

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22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Webmart Limited

13-15 Wedgwood Road

Oxfordshire

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03300270

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

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V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

C21 Communications Ltd

The Court House

Altrincham

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04688559

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Harrison Carloss Limited

Three Counties House

Stoke on Trent

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02242163

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Visual Print and Design

1 CHECKPOINT COURT

LINCOLN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08235742

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Jalen Limited

Unit A6, Foundry

Salford

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04219606

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

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V.2) Award of contract

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22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

Inc Dot Com Limited

Seafire Close

York

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04044618

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

1

Title

Print Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

UYR Limited

15-17 Langthwaite Road

South Kirkby

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03885328

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £488,582

Total value of the contract/lot: £488,582

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

C21 Communications Ltd

The Court House

Altrincham

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04688559

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Carbon Creative Limited

Tomorrow, MediaCityUK

Salford

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04603908

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

William Pollard and Co. LTD

Oak House

Exeter

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00065337

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Gingerhead

Unit G01

Liverpool

L1 0BP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10287929

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Narrative Integrated Communications Ltd

North East BIC

Sunderland

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05126420

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Creative Bridge

Bittesby House

Leicestershire

LE17 4JH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04029256

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

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Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Steffco Ltd

78 Armley Road

Leeds

LS12 2EJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03234103

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section V. Award of contract

Lot No

2

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Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 March 2021

V.2.2) Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 23

Number of tenders received by electronic means: 23

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

V.2.3) Name and address of the contractor

Punch Creative Ltd

Chapel Studios

Pudsey

LS28 6DA

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06149563

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £746,185

Total value of the contract/lot: £746,185

Section VI. Complementary information

VI.3) Additional information

Please note that the estimated value of the framework agreement as set out in this Notice is based on ForHousing's anticipated requirements only. Accordingly, the actual value of the framework agreement may be higher than that stated in this Notice depending on the number of other entities that decide to access and award contracts under the framework agreement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=600088840>

GO Reference: GO-2021922-PRO-18951301

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice in the Strand

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Stand

London

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The Cabinet Office

London

Country

United Kingdom