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Contract

## **Marketing Framework Agreement**

ForHousing Limited

F03: Contract award notice

Notice identifier: 2021/S 000-023551

Procurement identifier (OCID): ocds-h6vhtk-02e372

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](mailto: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](http://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

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**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.

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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: Yes

### **IV.2) Administrative information**

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

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

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## **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

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## **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

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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

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

### **Lot No**

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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 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

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

### **Lot No**

1

### **Title**

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22 March 2021

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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

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

### **Lot No**

1

### **Title**

Print Management

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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**

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

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## **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

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## **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

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## **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

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## **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**

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

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## **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

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## **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



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## **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

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## **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

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## **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

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## **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

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## **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

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

### **Lot No**

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### **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**

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

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

### **Lot No**

2

### **Title**

Creative Design

A contract/lot is awarded: Yes

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#### **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

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## **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-18951305

### **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