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Tender

Creative Marketing Services (Sales & Care) Framework

Anchor Hanover Group

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-0519ea

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Scope

Description

Anchor's New Homes Development Strategy includes an ambition to deliver 500 new homes per year, with approximately 30% available for Shared Ownership sale exclusively for people over 55. To support this, Anchor is seeking to appoint a closed framework with a panel of four creative marketing agencies to lead on the planning, delivery, and ongoing promotion of our new build sales programme, marketed under our dedicated sales brand, Life in Place. Appointed agencies will be commissioned for campaign and project-based work across the development pipeline. In addition, one agency will be retained on an ongoing basis to manage day-to-day creative needs, ensure brand consistency, and support rapid-turnaround requirements (this will be awarded to the highest ranked framework agency). We are looking for experienced, collaborative partners with a strong understanding of the property sector, who can deliver intelligent, insight-led creative that resonates with older homebuyers and their families through emotive, effective, and well-targeted campaigns. Anchor's direct estimated spend is likely to be circa £1M.

Commercial tool

Establishes a framework

Total value (estimated)

- £10,000,000 excluding VAT
- £12,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 21 July 2025 to 20 July 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom
-

Framework

Maximum number of suppliers

4

Maximum percentage fee charged to suppliers

0%

Further information about fees

The Contracting Authority will charge a fee for access by external framework users but this will be recovered directly from the user not the supplier.

Framework operation description

The process for Direct Selection and Mini Competition is described in the Anchor Services Contract, 'Schedule 2 - Service Levels - Framework Award Process'.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Refer to the C9932 Creative Marketing Services (Sales) Framework - Customer List for details of contracting authorities that may use the framework.

Participation

Legal and financial capacity conditions of participation

Full details are included in the invitation to tender document.

Technical ability conditions of participation

Full details are included in the invitation to tender document.

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

15 June 2025, 12:00pm

Submission type

Requests to participate

Tender submission deadline

20 June 2025, 12:00pm

Submission address and any special instructions

The tender documentation can be found here: <https://anchor.my.salesforce-sites.com/?searchtype=Projects> Supply of Creative Marketing Services (Sales) Framework (C9932)

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

9 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 21 January 2029

Award criteria

Name	Description	Type
Price	Full details of the Technical and Financial Evaluation criteria and scoring are included in the Invitation to Tender document.	Price
Quality	Full details of the Technical and Financial Evaluation criteria and scoring are included in the Invitation to Tender document.	Quality

Weighting description

Full details of the Technical and Financial Evaluation criteria and scoring are included in the Invitation to Tender document.

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

This tender process will consist of two stages: • Stage 1 - Procurement Specific Questionnaire (PSQ) - This current stage of the process will provide a means of shortlisting suppliers to be invited to submit a formal tender, and for establishing that all Participants invited to tender are able to meet the conditions of participation, including any minimum standards required by Anchor. The top 8 bids will advance to stage 2. • Stage 2 - Invitation to Tender (ITT): Shortlisted Participants will be invited to submit a tender. This process will be a single-stage tender process requiring a price and quality submission in a format specified by Anchor, along with a presentation brief. The draft ITT documents are included within this document pack. All bidders should complete both the PSQ and ITT packs, Anchor will evaluate the PSQ bids initially and only the lead 8 bids from PSQ will be scored at ITT. The Top 4 highest scoring bids from stage 2 will form the framework.

Contracting authority

Anchor Hanover Group

- Public Procurement Organisation Number: PYBH-1339-MTCJ

2 Godwin Street

Bradford

BD1 2ST

United Kingdom

Email: procurement@anchor.org.uk

Website: <https://www.anchor.org.uk/>

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government

