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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](#)

Notice identifier: 2025/S 000-023622

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

Published 21 May 2025, 10:17am

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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.

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## **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)

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## **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](https://anchor.my.salesforce-<br/>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

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## Award criteria

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

## Weighting description

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

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## Other information

### Conflicts assessment prepared/revised

Yes

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## 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.

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## 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](mailto:procurement@anchor.org.uk)

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

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government