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Tender

PR, Creative Media and Web Services for bdht

Bromsgrove District Housing Trust (bdht)

F02: Contract notice

Notice identifier: 2023/S 000-023973

Procurement identifier (OCID): ocds-h6vhtk-03f02b

Published 16 August 2023, 9:40am

Section I: Contracting authority

I.1) Name and addresses

Bromsgrove District Housing Trust (bdht)

Buntsford Court, Buntsford Gate

Bromsgrove

B60 3DJ

Contact

Guy Stapleford

Email

consultancy@pfh.co.uk

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.bdht.co.uk

Buyer's address

<https://in-tendorganiser.co.uk/procurementforhousing>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/procurementforhousing.aspx/home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/procurementforhousing.aspx/home>

Tenders or requests to participate must be submitted to the above-mentioned address

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

PR, Creative Media and Web Services for bdht

Reference number

PfHCon/00000560

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

BDHT wishes to appoint, ideally, one agency to provide PR, Creative Marketing and Web Services for an initial term of 3 years with the option to extend for a further two, 12-month periods. The contract is split into two Lots, set out below, and BDHT welcomes proposals from potential suppliers against one or both Lots depending on their experience and capabilities. The core services will include;- Website Development and Maintenance (Wordpress)- Creative Design and Print - PR, Marketing and Communications- PR Crisis Management

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Web and Creative Services

Lot No

1

II.2.2) Additional CPV code(s)

- 72212224 - Web page editing software development services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 72413000 - World wide web (www) site design services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

bdht wishes to appoint, ideally, one agency to provide the required services for an initial term of 3 years with the option to extend for a further two, 12-month periods. The contract is split into two Lots, set out below, and bdht welcomes proposals from potential suppliers against one or both Lots depending on their experience and capabilities. Lot 1 will include Website Development (Wordpress), Hosting and Maintenance as well as a range of Creative Services, including branding and identify design, digital and print design as well as printing and production.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The contract will be for an initial 3 year term with the option to extend up to 2, 12 month periods

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

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

II.2) Description

II.2.1) Title

PR and Marketing

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79342000 - Marketing services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

bdht wishes to appoint, ideally, one agency to provide the required services for an initial term of 3 years with the option to extend for a further two, 12-month periods. The contract is split into two Lots, set out below, and bdht welcomes proposals from potential suppliers against one or both Lots depending on their experience and capabilities. Lot 2 will compromise market research and campaign development, public relations and crisis PR management

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

bdht wishes to appoint, ideally, one agency to provide the required services for an initial term of 3 years with the option to extend for a further two, 12-month periods.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As set out in the procurement documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

As set out in the procurement documents

Minimum level(s) of standards possibly required

As set out in the procurement documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As set out in the procurement documents

Minimum level(s) of standards possibly required

As set out in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As set out in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

18 September 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service

Cabinet Office

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court of England and Wales

Royal Courts of Justice

London

Country

United Kingdom