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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](mailto:consultancy@pfh.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

[www.bdht.co.uk](http://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

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**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 comprise 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

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## **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

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## **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](mailto: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