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Tender

Sales and Marketing Framework

London Borough of Hackney

F02: Contract notice

Notice identifier: 2021/S 000-024994

Procurement identifier (OCID): ocds-h6vhtk-02e910

Published 7 October 2021, 10:07am

Section I: Contracting authority

I.1) Name and addresses

London Borough of Hackney

Hackney Service Centre, 1 Hillman Street

London

E8 1FB

Contact

Mrs Gayle Miles

Email

gayle.miles@hackney.gov.uk

Country

United Kingdom

NUTS code

UKI41 - Hackney and Newham

Internet address(es)

Main address

<http://www.hackney.gov.uk>

Buyer's address

<http://www.hackney.gov.uk>

I.3) Communication

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

<https://procontract.due-north.com/Advert/Index?advertId=0ec06582-8c26-ec11-810e-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=0ec06582-8c26-ec11-810e-005056b64545>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Sales and Marketing Framework

Reference number

DN543745

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services
 - AA22 - Rhodium

II.1.3) Type of contract

Services

II.1.4) Short description

The London Borough of Hackney is seeking to establish a Framework for the provision of Sales and Marketing Services to support the work of the Hackney Sales team which is responsible for all sales activities relating to new homes delivered under the Council's Regeneration Programme.

The Framework will operate for 4 years and will encompass a variety of creative service. There will be six Lots and suppliers can bid to provide, and be appointed to deliver, multiple lots.

The top five highest scoring Bids under each Lot, following evaluation of ITT submissions, will be appointed to the Framework.

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

Property and Architectural Photography and Videography

Lot No

1

II.2.2) Additional CPV code(s)

- 79961100 - Advertising photography services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

Provision of photography and videography to support the marketing of properties.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

Duration in months

48

This contract is subject to renewal

No

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

Property CGI

Lot No

2

II.2.2) Additional CPV code(s)

- 79811000 - Digital printing services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

Create and produce digital imagery from architects drawings and specifications to accurately market new homes during construction.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

system

Duration in months

48

This contract is subject to renewal

No

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

Design and Supply of Digital and Print Marketing Material

Lot No

3

II.2.2) Additional CPV code(s)

- 79810000 - Printing services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

Design and supply of online and offline marketing collateral in line with the Council's Hackney Sales brand guidelines, project priorities and working to strict budgets.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

Duration in months

48

This contract is subject to renewal

No

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

Design, Supply and Installation of Show Homes and Furniture Packs.

Lot No

4

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

Full interior design and installation service to provide single or multiple show homes on site.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

Duration in months

48

This contract is subject to renewal

No

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

Design and Installation of Bespoke Marketing Suites

Lot No

5

II.2.2) Additional CPV code(s)

- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

Design, delivery and installation of a bespoke marketing suite to reflect the volume of homes being delivered and meeting accessibility requirements.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

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

Duration in months

48

This contract is subject to renewal

No

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

Full Creative Design Agency Service.

Lot No

6

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- UKI41 - Hackney and Newham

II.2.4) Description of the procurement

To provide campaign strategy PLUS all elements of Lots 1-5 for a full cohesive creative agency service with a solutions based approach to the economic and social landscape.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 100

Cost criterion - Name: Cost / Weighting: 0

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

Duration in months

48

This contract is subject to renewal

No

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 30

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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.2.2) Time limit for receipt of tenders or requests to participate

Date

8 November 2021

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

30 November 2021

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: No

VI.4) Procedures for review

VI.4.1) Review body

London Borough of Hackney

London

E8 1FB

Country

United Kingdom