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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](mailto: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

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## **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

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## **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