

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/028249-2021>

Tender

AHG_000363 - Creative Marketing (strategic)

Anchor Hanover Group

F01: Prior information notice

Call for competition

Notice identifier: 2021/S 000-028249

Procurement identifier (OCID): ocds-h6vhtk-02f5c6

Published 11 November 2021, 3:35pm

Section I: Contracting authority

I.1) Name and addresses

Anchor Hanover Group

2 Godwin St

Bradford

BD1 2ST

Contact

Samuel Roscoe

Email

sam.roscoe@anchor.org.uk

Country

United Kingdom

NUTS code

UKE41 - Bradford

Internet address(es)

Main address

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

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://anchorhanover.waxlive.com/S2C/Bespoke/AnchorHanover/AnchorHanoverRegistration.aspx>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://anchorhanover.waxlive.com/S2C/Bespoke/AnchorHanover/AnchorHanoverRegistration.aspx>

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

AHG_000363 - Creative Marketing (strategic)

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Anchor Hanover Group requires the provision of a creative services agency or agencies to support the marketing teams across its full product portfolio and recruitment activities.

We want to develop more audience focused, targeted and, ultimately, effective marketing campaigns that help us deliver on sales, occupancy and recruitment targets.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE41 - Bradford

II.2.4) Description of the procurement

Currently, a number of creative agencies provide a range of services to Anchor. Our aim is to put in place an agency roster that will deliver required services across all our creative and campaign management needs.

The deliverables may be subject to change and are as follows:

- Integrated campaign planning, delivery and management
- Advertising Creative
- Digital Services
- Strategic Marketing
- Account services

These elements will support the marketing of Anchors product portfolio:

- Retirement properties for rent
- Extra Care
- Retirement Villages
- Properties for sale
- Care Homes

In addition to the above, the successful agencies will also be required to provide services to target our potential workforce, helping us attract and retain talent. Anchor employ 10,000 staff with an voluntary annual turnover of 30%, the agency will be expected to provide expertise in helping deliver against recruitment targets

II.2.6) Estimated value

Value excluding VAT: £1

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

Start date

1 April 2022

This contract is subject to renewal

Yes

Description of renewals

1+1

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.2.14) Additional information

The dates included in this PIN are estimated dates and may be subject to change.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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 expressions of interest

Date

3 December 2021

Local time

4:00pm

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

English

IV.2.5) Scheduled date for start of award procedures

1 March 2022

Section VI. Complementary information

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Leeds Combined Court Centre

1 Oxford Row

Leeds

LS1 3BG

Country

United Kingdom