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Tender

The Provisions of National Residential Listings Provider

Places for People

F02: Contract notice

Notice identifier: 2024/S 000-028789

Procurement identifier (OCID): ocids-h6vhtk-049937

Published 9 September 2024, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Places for People

4 The Pavilions

Preston

PR2 2YB

Email

procurementteam@placesforpeople.co.uk

Telephone

+44 1772897200

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.placesforpeople.co.uk/>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Residential-property-renting-or-leasing-services./EW4XF5W343>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Residential-property-renting-or-leasing-services./AC6ZU7YDET>

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

The Provisions of National Residential Listings Provider

Reference number

PS/JW/RSD/2024/PfP

II.1.2) Main CPV code

- 70210000 - Residential property renting or leasing services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract outlines the scope of work aimed at improving our property listing processes and lead management strategies. The objective is to better engage potential buyers in the UK market while enhancing our overall brand visibility.

II.1.5) Estimated total value

Value excluding VAT: £2,880,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

This contract outlines the scope of work aimed at improving our property listing processes and lead management strategies. The objective is to better engage potential buyers in the UK market while enhancing our overall brand visibility.

Places for People Group is looking to appoint a sole provider for this contract.

Objectives and Deliverables:

Controlled Listings and Lead Management:

- A system that allows full control over property plot displays.
- Establish an efficient lead handling process.

Audience Targeting:

- Support PfP Marketing team to create marketing strategies targeting the UK population that moves each year.
- Advise and support the use and utilise listings to increase direct engagement with potential buyers.

Website Traffic and Database Growth:

- Implement tactics to drive more traffic to the PfP website through listings and marketing products.
- Capture visitor data to build a comprehensive PfP database for future campaigns.

Diverse Audience Engagement:

- Identify and use targeted marketing initiatives to reach new audiences across various locations throughout the UK.

Market Insights and Reporting:

- Provide access to exclusive insights and analytics to aid in the development of future marketing strategies.
- Regularly report and review on engagement metrics, web traffic, and lead generation effectiveness with the Development Marketing team.

Brand Control and Marketing:

- Ensure control over brand presentation and marketing efforts, including the provision of a free microsite based on package.
- Advise and support on marketing materials to support property listings.

Enhanced Listing Features:

- Advise on listings that are visually appealing and prominently featured in targeted areas.
- Implement additional lead generation tools, such as brochure downloads and an 'Ask the Developer' feature dependent on package.

Exclusive Lead Generation:

- Utilise advanced membership features that statistically yield a 40% increase in leads.
- Highlight Shared Ownership properties with visually striking listings and tailored messaging.

Timeline:

- The project will follow a timeline that outlines key milestones and deliverable deadlines to ensure timely completion of all initiatives.

Budget:

- A detailed budget will be included, outlining all costs associated with the implementation of the services described in this scope.

Review and Modifications

- Regular reviews will be scheduled to assess progress and any necessary modifications to the scope may be made upon mutual agreement.

Conclusion:

- This contract scope provides a framework for enhancing our property listing and lead handling capabilities, ultimately aimed at attracting more home buyers and increasing our market footprint in the UK.

II.2.5) Award criteria

Quality criterion - Name: Quality & Technical Merit (Standard) / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

II.2.6) Estimated value

Value excluding VAT: £2,880,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

The contract will be for an initial period of Two Years with the option to extend a further Two Periods of 12 months (2+1+1).

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.1.2) 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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

10 October 2024

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

10 October 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Residential-property-renting-or-leasing-services./EW4XF5W343>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/EW4XF5W343>

GO Reference: GO-202499-PRO-27638300

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom