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Contract

## **Sales and Marketing Agency Services**

London Borough of Camden

F03: Contract award notice

Notice identifier: 2021/S 000-029494

Procurement identifier (OCID): ocds-h6vhtk-02bd13

Published 26 November 2021, 5:06pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London Borough of Camden

5 Pancras Square

London

N1C 4AG

#### **Contact**

Paul Dalton

#### **Email**

[Paul.Dalton@camden.gov.uk](mailto:Paul.Dalton@camden.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKI31 - Camden and City of London

**National registration number**

n/a

**Internet address(es)**

Main address

<https://www.camden.gov.uk/>

Buyer's address

<https://lbcamden.eu-supply.com/ctm/Company/CompanyInformation/Index/28>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Sales and Marketing Agency Services

**II.1.2) Main CPV code**

- 70000000 - Real estate services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The provision of sales and marketing agency services

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £10,600,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 70111000 - Development of residential real estate
- 70123000 - Sale of real estate
- 70123100 - Sale of residential real estate
- 70300000 - Real estate agency services on a fee or contract basis

### **II.2.3) Place of performance**

NUTS codes

- UKI31 - Camden and City of London

### **II.2.4) Description of the procurement**

The provision of sales and marketing agency services

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

### **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 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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-013728](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

Sales and Marketing Agency Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

26 November 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Jones Lang LaSalle Limited

30 Warwick Street

London

W1B 5NH

Email

[govtenders@eu.jll.com](mailto:govtenders@eu.jll.com)

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

National registration number

245 8947 18

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £10,000,000 / Highest offer: £10,600,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Cabinet Office

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Centre of Effective Dispute Resolution (CEDR)

London

Country

United Kingdom

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

Cabinet Office

London

Country

United Kingdom