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Not applicable

Marketing & Sales Framework

The Guinness Partnership Ltd

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-032469

Procurement identifier (OCID): ocds-h6vhtk-0407f2

Published 2 November 2023, 3:43pm

Section I: Contracting authority/entity

I.1) Name and addresses

The Guinness Partnership Ltd

Bower House, 1 Stable Street

Oldham

OL9 7LH

Contact

Procurement

Email

procurement@guinness.org.uk

Telephone

+44 3031231890

Country

United Kingdom

Region code

UKC - North East (England)

Internet address(es)

Main address

<http://www.guinnesspartnership.com/>

Buyer's address

<http://www.guinnesspartnership.com/>

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing & Sales Framework

Reference number

DN650924

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Guinness are committed to providing as many high-quality homes as possible and to playing a significant part in tackling the country's housing crisis. By March 2030 we aim to complete over 8,000 new homes; 7,000 of which will be affordable.

As a Strategic Partner of both Homes England and the Greater London Authority, we have grant funding that will enable many of these homes to be affordable homes. We also

build homes for sale, both outright and as Shared Ownership. We are growing our land development pipeline to make it happen and have funding immediately available. Our strong financial position and track record means we confidently expect to invest over £2bn in the coming years.

To support our vision, we require a framework of agencies to provide a range of marketing and sales services to support the promotion and sale of these properties over a four year period. The requirements are split into the following lots:

Lot 1: Design & Creative Agency

Lot 2: PR Agency

Lot 3: Media Buying & Management

Lot 4: Show Homes & Marketing Suites - Residential

Lot 5: Marketing Suite – Non-Residential

Lot 6: Model Makers

Lot 7: 3D & CGI

Lot 8: Signage and Hoarding

Lot 9a: Estate Agency

Lot 9b: Valuations

Lot 10a: Landscaping - North

Lot 10b: Landscaping - London & South East

Lot 10c: Landscaping - South West

Lot 11a: Cleaning & Inspection Services - North

Lot 11b: Cleaning & Inspection Services - London & South East

Lot 11c: Cleaning & Inspection Services - South West

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2023/S 000-029287](#)

Section VII. Changes

VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2

Instead of

Date

3 November 2023

Local time

12:00pm

Read

Date

8 November 2023

Local time

12:00pm