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Contract

Sales and Marketing Consultancy Services for Grange Farm Shared Ownership Properties (Phase 1)

Harrow Council

F03: Contract award notice

Notice identifier: 2022/S 000-034822

Procurement identifier (OCID): ocds-h6vhtk-0356d9

Published 8 December 2022, 3:19pm

Section I: Contracting authority

I.1) Name and addresses

Harrow Council

Civic Centre

Harrow

HA1 2XY

Contact

Mr Marzuki Haji

Email

marzuki.haji@harrow.gov.uk

Country

United Kingdom

Region code

UKI7 - Outer London – West and North West

Internet address(es)

Main address

<http://www.harrow.gov.uk>

Buyer's address

<http://www.harrow.gov.uk>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Sales and Marketing Consultancy Services for Grange Farm Shared Ownership Properties (Phase 1)

Reference number

DN593293

II.1.2) Main CPV code

- 70300000 - Real estate agency services on a fee or contract basis

II.1.3) Type of contract

Services

II.1.4) Short description

This is a tender for the sales and marketing consultancy for the sale of the first phase of Shared Ownership homes on the council owned site at Grange Farm in South Harrow. The estate is being regenerated and when complete will deliver a total of 574 homes.

II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £100,000 / Highest offer: £200,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKI7 - Outer London – West and North West

II.2.4) Description of the procurement

This is a tender for the sales and marketing consultancy for the sale of the first phase of Shared Ownership homes on the council owned site at Grange Farm in South Harrow. The estate is being regenerated and when complete will deliver a total of 574 homes. A hybrid planning application was submitted in late 2017.

- a. Phase 1 – detailed consent for 89 homes
- b. Phases 2 and 3 – outline consent for 485 homes

Consent was issued in March 2019 and details can be found under planning reference P/3524/16

Harrow Council are searching for suitably qualified consultants to support the project team

with all sales and marketing functions to achieve the Council's ambitions for the scheme as a whole by delivering an effective take up of the Shared Ownership homes in the first phase.

Higgins are contractors appointed to construct the Phase 1 homes with completion expected from Feb/March 2023. This will deliver 20 homes for Shared Ownership (10 x 1bed flats + 10 x 2 bed flats). The remaining homes will be let as social rent to existing secure tenants on the estate.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social value / Weighting: 10

Price - Weighting: 40

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

Open 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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-020599](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 November 2022

V.2.2) Information about tenders

Number of tenders received: 4

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

V.2.3) Name and address of the contractor

Connells Residential

Bedfordshire

Country

United Kingdom

NUTS code

- UKI7 - Outer London – West and North West

The contractor is an SME

No

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

Total value of the contract/lot: £100,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

London

Country

United Kingdom