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Tender

Creative Agency Framework 2024

Sovereign Network Homes

F02: Contract notice

Notice identifier: 2023/S 000-036937

Procurement identifier (OCID): ocds-h6vhtk-0425fd

Published 15 December 2023, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Sovereign Network Homes

The Hive, 22 Wembley Park Blvd

London

HA9 0HP

Email

procurement@networkhomes.org.uk

Telephone

+44 02087824312

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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-London:-Advertising-and-marketing-services./FA8275672K>

Additional information can be obtained from the above-mentioned address

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

Creative Agency Framework 2024

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Please see attached documents

II.1.5) Estimated total value

Value excluding VAT: £8,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for one lot only

Maximum number of lots that may be awarded to one tenderer: 1

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

n/a

II.2) Description

II.2.1) Title

Lot 1: 51 Units Upwards

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - London
- UKK - South West (England)
- UKJ - South East (England)

Main site or place of performance

LONDON,SOUTH WEST (ENGLAND),SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

SNG looking for marketing experts who can provide fully managed creative and marketing services with a proven track record of working within the housing sector and who can understand the requirements for prospective purchases, offering efficient first class services with innovative ideas in a very competitive market To provide creative services to facilitate off plan sales of Shared Ownership and private sale homes.

The requirement is to provide a full design service across all types of project. The scope of work required includes, but is not limited to:

- creative direction and project management
- naming and branding of developments/ properties
- a unique, innovative design that ensures our properties stand out
- developing design concepts suitable across all media channels
- developing brand propositions, inclusive of relevant research
- designing brand identity
- defining brand values

- developing/producing multi-channel brand guidelines
- typesetting, proofing and pagination
- liaison with printers/print managers

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £5,500,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 7

Maximum number: 8

Objective criteria for choosing the limited number of candidates:

Please see documents for details

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

II.2.14) Additional information

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II.2) Description

II.2.1) Title

Lot 2: 50 Units or less

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UKI - London
- UKK - South West (England)
- UKJ - South East (England)

Main site or place of performance

LONDON,SOUTH WEST (ENGLAND),SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

SNG looking for marketing experts who can provide fully managed creative and marketing services with a proven track record of working within the housing sector and who can

understand the requirements for prospective purchases, offering efficient first class services with innovative ideas in a very competitive market To provide creative services to facilitate off plan sales of Shared Ownership and private sale homes.

The requirement is to provide a full design service across all types of project. The scope of work required includes, but is not limited to:

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- developing design concepts suitable across all media channels
- developing brand propositions, inclusive of relevant research
- designing brand identity
- defining brand values
- developing/producing multi-channel brand guidelines
- typesetting, proofing and pagination
- liaison with printers/print managers

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,500,000

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

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Maximum number: 6

Objective criteria for choosing the limited number of candidates:

Please see documents for details

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

II.2.14) Additional information

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Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Please see documents for details

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

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A

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

22 January 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

19 February 2024

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: 5 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

SNG (Sovereign Network Group) was formed in October 2023 through the merger of Sovereign Housing and Network Homes. We provide over 80,000 homes serving over 210,000 residents and invest in communities across the South of England, with an aim to create thousands of new affordable places for people to live every year. Call-off contracts from this framework may be in the name of Sovereign Network Homes and or Sovereign Network Group

Other Social Housing Providers in the UK (both those that are in existence now and those that may come into existence during the term of the Framework Agreement) may also be entitled to call-off contracts under the Framework Agreement. "Social Housing Provider" for this purpose means any provider of social housing and includes registered providers (as listed on the Gov.UK Website: <https://www.gov.uk/government/publications/current-registered-providers-of-social-housing>), and may include local authorities and ALMO's. Applicants should note that, under the Framework Agreement, no organisation that is entitled to call-off shall be under any obligation to do so neither does the social housing provider in question have the automatic right to do so without direct permission from Sovereign Network Homes.

Where other "Social Housing Providers" call-off contracts under this Framework Agreement, the value of the framework may increase over its 4 year duration.

The estimated value of the framework is 8000000 GBP.

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

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GO Reference: GO-20231215-PRO-24786747

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A2LL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Sovereign Network Homes

The Hive, 22 Wembley Park Blvd

London

HA9 0HP

Country

United Kingdom

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

The High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom