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Tender

Paid Media Agency Partner - National Basis

Places for People

F02: Contract notice

Notice identifier: 2024/S 000-037093

Procurement identifier (OCID): ocds-h6vhtk-04b70d

Published 15 November 2024, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Places for People

4 The Pavilions, Port Way, Preston

Preston

PR2 2YB

Contact

Lisa Gallacher

Email

lisa.gallacher@placesforpeople.co.uk

Telephone

+44 1772897200

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

3777037

Internet address(es)

Main address

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:-Marketing-services./Q4M44N6NRZ>

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

Paid Media Agency Partner - National Basis

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

As a large and diverse organisation, Places for People require a Paid Media Agency Partner capable of supporting distinct business areas with tailored paid media strategies, driving brand awareness, customer acquisition, customer retention and engagement across various audiences.

Our main paid media activity sits within our two largest profit centres for the business, new build developments and leisure. However, due to the size and scope of the business, many business areas have previously utilised a wide range of digital marketing agencies to activate their limited paid media activity.

II.1.5) Estimated total value

Value excluding VAT: £600,000

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

As a large and diverse organisation, Places for People require a Paid Media Agency Partner capable of supporting distinct business areas with tailored paid media strategies, driving brand awareness, customer acquisition, customer retention and engagement across various audiences.

Our main paid media activity sits within our two largest profit centres for the business, new build developments and leisure. However, due to the size and scope of the business, many business areas have previously utilised a wide range of digital marketing agencies to activate their limited paid media activity.

Key Minimum Requirements

- Experience with Large Organisations: Preference will be given to agencies with proven experience in handling diverse and complex organisations with multiple business arms.
- Agility and Flexibility: The ability to pivot quickly, manage unknown paid media activity, and adapt strategies as new campaigns arise will be a key factor.
- Cross-Industry Expertise: Experience in sectors such as housing, leisure, and real estate will be highly valued.
- Team Expertise: The qualifications and experience of the team that will manage the account are critical.
- Cost & Value: How well the agency's pricing structure aligns with our budget and the expected level of service and ROI.
- Communication: The processes/systems in place and offered to enable the effective communication and collaboration between the Digital Marketing team and agency to manage on-going campaigns, optimisation deployment and build of new campaigns.
- All services to be delivered in-house and not sub-contracted to other agencies

Project Overview

The chosen agency Partner will be responsible for managing paid media activities across a wide range of sectors, including but not limited to housing development, leisure centres, community services, and corporate brand campaigns.

Some activities are already in place with other agencies, so collaboration and coordination will be essential. Flexibility is key, as new campaigns and areas of need may arise unexpectedly.

Objectives & KPIs

Primary Objectives:

- For housing development, the focus is on driving awareness of new-build properties and increasing lead generation.
- For leisure centres, the objective is to grow memberships and boost footfall through targeted local advertising.
- For corporate branding, the goal is to enhance Places for People's public image as a leader in the housing and Community sector.
- Key Performance Indicators (KPIs): KPIs will vary by business area, but may include metrics such as:

- Lead generation (for housing sales and leisure centres)
- Membership growth and retention (for leisure centres)
- Brand awareness metrics (CTR, engagement rates, social media reach)
- Return on ad spend (ROAS) for specific campaigns
- Cost per acquisition (CPA)
- Target Audience: The agency must address a variety of target audiences, including:
 - Homebuyers and renters in the UK housing market.
 - Fitness and leisure customers seeking local recreational services.
 - Corporate audiences, investors, and community stakeholders.

Services Required

Paid Advertising Channels: The agency will be required to manage campaigns across:

- Google Ads (search and display)

- Social media platforms (Facebook, Instagram, LinkedIn, TikTok etc.)
- Programmatic advertising
- Video platforms e.g. YouTube
- Emerging platforms or any other channels where the need arises.

Creative Development: The agency will need to work closely with our in-house digital marketing and studio teams to plan and develop creative assets as required, including banner ads, video content, and written copy to name but a few.

Ad Strategy and Planning: The agency must provide strategic guidance on both known and yet-to-be-determined business needs, including market research, competitor analysis, and audience segmentation.

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: £600,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

The initial engagement is for 12 months, with the potential for renewal based on performance

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

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/Q4M44N6NRZ>

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

20 December 2024

Local time

10:00am

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

English

IV.2.7) Conditions for opening of tenders

Date

20 December 2024

Local time

10:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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.

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

<https://www.delta-esourcing.com/tenders/UK-UK-Preston:-Marketing-services./Q4M44N6NRZ>

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GO Reference: GO-20241115-PRO-28539912

VI.4) Procedures for review

VI.4.1) Review body

High Court of England and Wales

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Royal Courts of Justice

Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Crown Commercial Services

1 Horse Guards Road

London

SW1A 2HQ

Country

United Kingdom