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Contract

## **The Provisions of National Residential Listings Provider**

Places for People

F03: Contract award notice

Notice identifier: 2024/S 000-037301

Procurement identifier (OCID): ocids-h6vhtk-049937

Published 19 November 2024, 10:05am

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

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

Places for People

4 The Pavilions

Preston

PR2 2YB

#### **Email**

[procurementteam@placesforpeople.co.uk](mailto:procurementteam@placesforpeople.co.uk)

#### **Telephone**

+44 1772897200

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.placesforpeople.co.uk/>

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

Body governed by public law

**I.5) Main activity**

Housing and community amenities

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**Section II: Object**

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

**II.1.1) Title**

The Provisions of National Residential Listings Provider

Reference number

PS/JW/RSD/2024/PfP

**II.1.2) Main CPV code**

- 70210000 - Residential property renting or leasing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This contract outlines the scope of work aimed at improving our property listing processes and lead management strategies. The objective is to better engage potential buyers in the UK market while enhancing our overall brand visibility.

**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: £2,880,000

## **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**

This contract outlines the scope of work aimed at improving our property listing processes and lead management strategies. The objective is to better engage potential buyers in the UK market while enhancing our overall brand visibility.

Places for People Group is looking to appoint a sole provider for this contract.

Objectives and Deliverables:

Controlled Listings and Lead Management:

- A system that allows full control over property plot displays.
- Establish an efficient lead handling process.

Audience Targeting:

- Support PfP Marketing team to create marketing strategies targeting the UK population that moves each year.
- Advise and support the use and utilise listings to increase direct engagement with potential buyers.

Website Traffic and Database Growth:

- Implement tactics to drive more traffic to the PfP website through listings and marketing

products.

- Capture visitor data to build a comprehensive PfP database for future campaigns.

Diverse Audience Engagement:

- Identify and use targeted marketing initiatives to reach new audiences across various locations throughout the UK.

Market Insights and Reporting:

- Provide access to exclusive insights and analytics to aid in the development of future marketing strategies.
- Regularly report and review on engagement metrics, web traffic, and lead generation effectiveness with the Development Marketing team.

Brand Control and Marketing:

- Ensure control over brand presentation and marketing efforts, including the provision of a free microsite based on package.
- Advise and support on marketing materials to support property listings.

Enhanced Listing Features:

- Advise on listings that are visually appealing and prominently featured in targeted areas.
- Implement additional lead generation tools, such as brochure downloads and an 'Ask the Developer' feature dependent on package.

Exclusive Lead Generation:

- Utilise advanced membership features that statistically yield a 40% increase in leads.
- Highlight Shared Ownership properties with visually striking listings and tailored messaging.

Timeline:

- The project will follow a timeline that outlines key milestones and deliverable deadlines to ensure timely completion of all initiatives.

Budget:

- A detailed budget will be included, outlining all costs associated with the implementation of the services described in this scope.

#### Review and Modifications

- Regular reviews will be scheduled to assess progress and any necessary modifications to the scope may be made upon mutual agreement.

#### Conclusion:

- This contract scope provides a framework for enhancing our property listing and lead handling capabilities, ultimately aimed at attracting more home buyers and increasing our market footprint in the UK.

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

Quality criterion - Name: Quality & Technical Merit (Standard) / Weighting: 70%

Cost criterion - Name: Price / Weighting: 30%

#### **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**

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.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-028789](#)

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

### **Contract No**

PS/JW/RSD/2024/PfP

### **Title**

The Provisions of National Residential Listings Provider

A contract/lot is awarded: Yes

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

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

18 November 2024

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

Number of tenders received: 1

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

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

Rightmove Group Limited

2 Caldecotte Lake Business Park, Caldecotte Lake Drive

Milton Keynes

MK7 8LE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03997679

The contractor is an SME

No

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

Total value of the contract/lot: £2,880,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=901653809>

GO Reference: GO-20241119-PRO-28572344

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

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

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

High Court of England and Wales

Royal Court of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

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

Cabinet Office

70 Whitehall

London

SW1A 2AS

Country

United Kingdom