

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/037539-2023>

Awarded contract

## **Behaviour Change Agency**

Clarion Housing Group Limited

F03: Contract award notice

Notice reference: 2023/S 000-037539

Published: 20 December 2023, 4:06pm

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

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

Clarion Housing Group Limited

35 Chamberlain Court, 35

London

SE16 2AZ

#### **Contact**

Aivars Kalvans

#### **Email**

[Aivars.Kalvans@clarionhq.com](mailto:Aivars.Kalvans@clarionhq.com)

#### **Telephone**

+44 1413327453

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.clarionhq.com](http://www.clarionhq.com)

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

Other type

Housing Association

**I.5) Main activity**

Housing and community amenities

---

## **Section II: Object**

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

#### **II.1.1) Title**

Behaviour Change Agency

Reference number

2889

#### **II.1.2) Main CPV code**

- 79342100 - Direct marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Clarion's marketing strategy is based on running behaviour change campaigns in order to support and help our residents and staff.

#### **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: £320,000

### **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**

Clarion's marketing strategy is based on running behaviour change campaigns in order to support and help our residents and staff.

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

Quality criterion - Name: Service Delivery / Weighting: 22

Quality criterion - Name: Project Management / Weighting: 22

Quality criterion - Name: Case Scenario / Weighting: 26

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

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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: [2021/S 000-020460](#)

---

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

### **Contract No**

1

### **Title**

Behaviour Change Agency

A contract/lot is awarded: Yes

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

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

22 August 2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

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

Behaviour Change Agency

The Carriage House, Mill Street, Maidstone

Kent

ME15 6YE

Email

[ben@claremont.org.uk](mailto:ben@claremont.org.uk)

Telephone

+44 2031378199

Country

United Kingdom

NUTS code

- UKJ - South East (England)

National registration number

14391235

Internet address

<https://claremontcomms.com/>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £320,000

Total value of the contract/lot: £320,000

---

## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=831556328>

GO Reference: GO-20231220-PRO-24824480

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

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

Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>

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

Royal Courts of Justice

The Strand

London

WC2A 2LL



Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>

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

Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom

Internet address

<https://courtribunalfinder.service.gov.uk/courts/royal-courts-of-justice>