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Contract

Notting Hill Genesis Marketing and Media Framework

Notting Hill Genesis

F03: Contract award notice

Notice identifier: 2025/S 000-071764

Procurement identifier (OCID): ocds-h6vhtk-04e565

Published 6 November 2025, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Notting Hill Genesis

Bruce Kenrick House, 2 Killick Street

London

N1 9FL

Email

ProcurementTeam@nhg.org.uk

Telephone

+44 2083574577

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

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

Notting Hill Genesis Marketing and Media Framework

Reference number

PROC2047

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

NHG Sales, Marketing, BTR and Placemaking teams are seeking expert suppliers to provide media, design, digital, communication and experiential services to support our new build development programme.

We are seeking consultants who can deliver excellent services, at rates that will ensure value for money for NHG's development activities.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £45,480,000

II.2) Description

II.2.1) Title

Interior Design, Furnishing and fit out

Lot No

1

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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

Services relating to design, supply and install of interior concepts for show homes, sales offices, residential, communal and commercial facilities for a range of customers, budgets and experiences.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50%

Cost criterion - Name: Cost / Weighting: 50%

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) Description

II.2.1) Title

Virtual Tools

Lot No

2

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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

Our virtual experiential lot comprises interactive sales tools and digital asset creation for a range of applications across a range of settings.

The scope of services provided within this lot ranges from computer generated visualisations and through to the development of fully interactive development models and customer tools for kiosk and web-based applications at all stages of the customer funnel.

We aim to produce sector leading content, that looks and feels highly desirable across our portfolio.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20%

Cost criterion - Name: Cost / Weighting: 80%

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) Description

II.2.1) Title

Media Buying

Lot No

3

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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 lot encompasses more than just the transactional element of buying media space, our appointing suppliers or suppliers will support us in planning, strategizing, managing, reporting, evaluating and adapting our advertising campaigns in a fully integrated approach across a range of relevant media from traditional print channels and outdoor advertising to digital advertising across search engines and social media.

In this lot, we would look to suppliers to support individual development campaigns, integrated cross-channel campaigns and more above and below the line so that our opportunity to build convertible demand into new homes sales is maximised.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40%

Cost criterion - Name: Cost / Weighting: 60%

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) Description

II.2.1) Title

Public Relations

Lot No

4

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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

Public relations requirement is to establish developments and homes in a distinct, authoritative voice in the London housing market and beyond, and achieve a strong, positive and consistent presence across key media titles at local, London-wide, national and international level in support of development-specific activities.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20%

Cost criterion - Name: Cost / Weighting: 80%

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) Description

II.2.1) Title

Branding and creative design services

Lot No

5

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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

Branding and creative design is vital to the success of sales. This lot refers to the creation and application of development place brands, the continuous development of the sales brand, and the creative application of both for online and offline purposes.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40%

Cost criterion - Name: Cost / Weighting: 60%

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) Description

II.2.1) Title

Signage and Way Finding

Lot No

6

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

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

Signage suppliers appointed to our framework will have the capacity and capability, backed by relevant experience, to plan, design, risk assess, produce, install, update, maintain and remove signage across the development signage life-cycle whilst meeting all applicable regulatory standards.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20%

Cost criterion - Name: Cost / Weighting: 80%

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: [2025/S 000-006369](#)

Section V. Award of contract

Contract No

1

Lot No

1

Title

Lot 1 - Interior Design, Furnishing and Fit Out

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2025

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

CONTOUR DIRECT LIMITED

Ashcombe Court, Woolsack Way

Godalming, Surrey

GU7 1LQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03120064

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

CORE MEDIA SERVICES (UK) LTD

Unit 24b, Globe Industrial Estate, Rectory Road

Grays, Essex

RM17 6ST

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06602075

The contractor is an SME

No

V.2.3) Name and address of the contractor

FOCUS AGENCY GROUP LIMITED

Erskine House Threshelfords, I, Inworth Road

Feering, Essex

CO5 9SE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03378775

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

SID LONDON LTD t/a SUNA INTERIOR DESIGN

13, Arm And Sword Lane

Old Hatfield, Hertfordshire

AL9 5EH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

16029685

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

VESTA INTERIORS LONDON LIMITED

13 Arm And Sword Lane

Old Hatfield, Hertfordshire

AL9 5EH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10571102

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: £7,760,000

Total value of the contract/lot: £7,760,000

Section V. Award of contract

Contract No

2

Lot No

2

Title

Lot 2: Virtual Tools

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2025

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

CITYSCAPE DIGITAL LIMITED

Printworks House,, 7 Bermondsey Street

London

SE1 2DD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04303751

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FOCUS AGENCY GROUP LIMITED

Erskine House Threshelfords, Inworth Road

Feering, Essex

CO5 9SE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03378775

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

INTELLIGENT MOBILE LIMITED

Forth House, 28 Rutland Square

Edinburgh, Scotland

EH1 2BW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC266060

The contractor is an SME

No

V.2.3) Name and address of the contractor

QUINTESSENCE LIMITED

63/66 Hatton Garden, Fifth Floor, Suite 23,

London

EC1N 8LE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06859275

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

TIDYWORK STUDIO LTD

Suite 2, Premier House, 141 High Street

Epping, England

CM16 4BD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

14278482

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

WHITE CHALK CGI LIMITED

13 The Courtyard Timothys Bridge Road

Stratford Upon Avon, Warwickshire, England

CV37 9NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10449571

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: £3,360,000

Total value of the contract/lot: £3,360,000

Section V. Award of contract

Contract No

3

Lot No

3

Title

Lot 3: Media Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2025

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

MIXO ADS INC.

1210 S Indian Ave., Unit 2718

Chicago, IL

60605

Country

United States

NUTS code

- US - United States

National registration number

372140895

The contractor is an SME

No

V.2.3) Name and address of the contractor

SPACE & TIME MEDIA LIMITED

Dean Park House, Dean Park Crescent

Bournemouth, Dorset, England

BH1 1HL

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02660562

The contractor is an SME

No

V.2.3) Name and address of the contractor

THE MEDIA PEOPLE LIMITED

50 Britton Street

London, England

EC1M 5UP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09431011

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: £19,520,000

Total value of the contract/lot: £19,520,000

Section V. Award of contract

Contract No

4

Lot No

4

Title

Lot 4: Public Relations

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2025

V.2.2) Information about tenders

Number of tenders received: 7

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

CAVENDISH CONSULTING LIMITED

8-10 Mansion House Place,

London, England

EC4N 8BJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03096503

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FAUST PR LIMITED

V410 Vox Studios, 1-45 Durham Street,

London

SE11 5JH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08994594

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FOUR COMMUNICATIONS LIMITED

The Hickman Building, 2 Whitechapel Road

London, England

E1 1FX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04286449

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

PEARL PR & COMMUNICATIONS LIMITED

Alpha Tower, Alpha Works, Suffolk Street Queensway

Birmingham

B1 1TT

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10707042

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

ORACLE PR LIMITED

Global House Business Centre, Ashley Avenue,

Epsom, England

KT18 5AD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07662864

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £5,880,000

Total value of the contract/lot: £5,880,000

Section V. Award of contract

Contract No

5

Lot No

5

Title

Lot 5: Branding and Creative Design Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 August 2025

V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

BELL INTEGRATED COMMUNICATIONS LIMITED

15 Alfred Place

London, England

WC1E 7EB

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07563473

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

BUILDING RELATIONS LTD

1 Tower House, Tower Centre

Hoddesdon, Herts

EN11 8UR

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09345656

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

DIGITRONIX LTD.

Unit 6, Union Mills, 9 Dewsbury Road

Leeds, England

LS11 5DD

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03034758

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FOCUS AGENCY GROUP LIMITED

Erskine House Threshelfords, Inworth Road,

Feering, Essex

CO5 9SE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03378775

The contractor is an SME

No

V.2.3) Name and address of the contractor

FOUR COMMUNICATIONS LIMITED

The Hickman Building,, 2 Whitechapel Road,

London, England

E1 1FX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04286449

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FOUR CORNERS ADVERTISING LIMITED

Heath House, Scords Lane, Toys Hill

Westerham, Kent, England

TN16 1QE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04818309

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FULL COMMUNICATIONS HOLDINGS LIMITED

2nd Floor, 32-33 Gosfield Street

London

W1W 6HL

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

11769308

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

J2 DESIGN MARKETING DIGITAL LIMITED

4 Pear Tree Court

London, England

EC1R 0DS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05607139

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MEDICINEMAN LTD

35 Wood Vale, Forest Hill

London

SE23 3DS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04089038

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MOYO CREATIVE LTD

25 Purley Knoll

Purley, England

CR8 3AF

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

11261835

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: £5,880,000

Total value of the contract/lot: £5,880,000

Section V. Award of contract

Contract No

7

Lot No

6

Title

Lot 6: Signage and Wayfinding

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 July 2025

V.2.2) Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

4SITE IMPLEMENTATION LIMITED

22 Hemmells

Laindon, Essex

SS15 6ED

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05794829

The contractor is an SME

No

V.2.3) Name and address of the contractor

CONTOUR DIRECT LIMITED

Ashcombe Court, Woolsack Way

Godalming, Surrey

GU7 1LQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03120064

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

FOUR CORNERS ADVERTISING LIMITED

Heath House,, Scords Lane, Toys Hill

Westerham, Kent, England

TN16 1QE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04818309

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

LAVASTAR SIGNS LIMITED

Star House, 6 Riverside Business Park, Dogflud Way

Farnham, Surrey, England

GU9 7SS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09589755

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: £3,080,000

Total value of the contract/lot: £3,080,000

Section V. Award of contract

Contract No

6

Lot No

5

Title

Lot 5: Branding and Creative Design Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 August 2025

V.2.2) Information about tenders

Number of tenders received: 16

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

THINK MARKETING LTD T/A OUT THOUGHT

Kiln House, Pottergate

Norwich, Norfolk, England,

NR2 1DX

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

13840109

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

PETER & PAUL DESIGN LIMITED

32 Mulberry Way, Armthorpe

Doncaster, England

DN3 3UE

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04304984

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

PUTTOCK BROWN LIMITED

Beech House The Street, Belchamp Otten

Sudbury, Suffolk

CO10 7BG

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08236841

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

SESAME DESIGN LIMITED

Flat 20, Queens Court, New Road

Kingston Upon Thames, England

KT2 6SQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04986152

The contractor is an SME

No

V.2.3) Name and address of the contractor

SIM7 LIMITED

21b Somerset Square, Nailsea

Bristol, England

BS48 1RQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

10985035

The contractor is an SME

No

V.2.3) Name and address of the contractor

STRUDEL LONDON LIMITED

3 Surrenden Road

Folkestone, Kent, United Kingdom

CT19 4DY

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09943984

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: £5,880,000

Total value of the contract/lot: £5,880,000

Section VI. Complementary information

VI.3) Additional information

FRAMEWORK VALUE: The estimated value of the Framework Agreement given in this Notice is based on NHG's current anticipated requirements. NHG cannot give any guarantees that services totalling this value will in fact be called off from this framework.

AUTHORISED USERS: This Framework will be available for use by NHG and any entity within the same group of companies as NHG from time to time and any entity or joint venture company that NHG or any other NHG group member holds an interest in from time to time. NHG may also (at its sole discretion) permit use of the Framework by any other relevant contracting authority, including providers of social housing.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=990422009> GO

Reference: GO-2025116-PRO-33134153

VI.4) Procedures for review

VI.4.1) Review body

Notting Hill Genesis

Bruce Kenrick House, 2 Killick Street

London

N1 9FL

Telephone

+44 2083574577

Country

United Kingdom

Internet address

<http://www.nhg.org.uk>