

Date: 14/05/2019
Our Ref: RFI2677
Your Ref: FOI Request – Brand Development
Tel: 0300 1234 500
Email: foi@homesengland.gov.uk



Homes
England

██████████
By Email Only

Windsor House
Homes England – 6th Floor
50 Victoria Street
London
SW1H 0TL

Dear ██████████

RE: Request for Information – RFI2677

Thank you for your recent email, which was processed under the Freedom of Information Act 2000 (FOIA). For clarification, you requested the following information:

Homes England - Brand Development

The details we require are:

- *Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages**
- *Contract values of each framework/contract (& any sub lots), year to date*
- *Start date & duration of framework*
- *Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?*
- *Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?*
- *Who is the senior officer (outside of procurement) responsible for this contract?*

Response

We confirm that we do hold the requested information. We will address each of your questions in turn.

1. Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages*

To source a creative partner to work on the Homes England brand, we ran a competitive procurement process via a Crown Commercial Service framework (RM3796 - Communication Services, Lot 6: Creative Development and Delivery). Ten creative agencies make up lot 6 of this framework, four of which put themselves forward for consideration:

- Lloyd Northover (part of The Gate)
- Redhouse Lane Communications Ltd
- Kindred Agency Ltd
- Agent Marketing

Following initial scoring of responses, Kindred and Lloyd Northover were invited to give follow up pitches. Following this stage, we appointed Lloyd Northover to develop our new brand.

2. Contract values of each framework/contract (& any sub lots), year to date

The contract for the brand development project was awarded to a total value of £87,000.

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3. Start date & duration of framework

The start date for our contract with Lloyd Northover was June 2018, running to the end of the framework period in January 2019.

4. Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?

At the time of awarding the contract, we reserved the right to extend the contract depending on project progress. The brand development project was completed before the end of the framework period, so this option was not progressed.

5. Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?

As the Homes England brand development project is now complete, we are not looking to extend the contract for this work with Lloyd Northover.

6. Who is the senior officer (outside of procurement) responsible for this contract?

We are able to inform you that we do hold the information that you have requested. However, we rely on Section 40 (2) of the FOIA to withhold the information from disclosure.

Section 40 – Personal information

We have are withholding information on the grounds that it constitutes third party personal data and therefore engages section 40(2) of the FOIA.

To disclose personal data, such as names, contact details, addresses, email addresses and personal opinions could lead to the identification of third parties and would breach one or more of the data protection principles.

Section 40 is an absolute exemption which means that we do not need to consider the public interest in disclosure. Once it is established that the information is personal data of a third party and release would breach one or more of the data protection principles, then the exemption is engaged.

The full text in the legislation can be found on the following link;

<https://www.legislation.gov.uk/ukpga/2000/36/section/40>

Right to Appeal

If you are not happy with the information that has been provided or the way in which your request has been handled you may request an internal review by writing to;

The Information Access Team
Homes England – 6th Floor
Windsor House
50 Victoria Street
London
SW1H 0TL

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Or by email to foi@homesengland.gov.uk

You may also complain to the Information Commissioner however, the Information Commissioner does usually expect the internal review procedure to be exhausted in the first instance.

The Information Commissioner's details can be found via the following link

<https://ico.org.uk/>

Please note that the contents of your request and this response are also subject to the Freedom of Information Act 2000. Homes England may be required to disclose your request and our response accordingly.

Yours sincerely,
Information Access Team
For Homes England