

London Borough of Hammersmith and Fulham Record of Officer Decision

The call-in has expired and this decision can be implemented.

- ❖ Draft Decision List published on: 12 May 2025
- ❖ Confirmed Decision List published on: 15 May 2025

1. **TITLE: Procurement and Award for Sales and Marketing Agents Services for 2 Developments**
2. **DECISION MADE BY:** Executive Director of Place
3. **DECISION:**

That the SLT Member in consultation with Cabinet Member for the Economy:

1. Note that Appendices 1, 2 and 3 are not for publication on the basis that they contain information relating to the financial or business affairs of a particular person (including the authority holding that information) as set out in paragraph 3 of Schedule 12A of the Local Government Act 1972 as amended.
2. Approves this Procurement Strategy (subject to Legal Services being satisfied with the terms and conditions of the Framework) and Contract Award of the two Contracts using a compliant direct award from Lot 9a (Estate Agency) of the Guinness Partnership Marketing and Sales Framework (TGP408) for the provision of Sales and Marketing services to:
 - a. Metropolitan Living (trading as So Resi) for the provision of sales and marketing services for the 84 new homes in EdCity development for a fixed fee of 1% of the open market value, currently estimated at £555,150, plus a marketing budget of £113,000 equating to £1,345 per home; and
 - b. Site Sales Marketing Ltd. for the provision of sales and marketing for 67 new homes in Hartopp & Lannoy for a fixed fee of 1% of the open market value, currently estimated £351,800 plus a marketing budget of £100,500 equating to £1,500 per home.
3. Note that the framework fee payable for the use of the framework for each Contract awarded based on Contract value range - see Appendix 2.
4. Therefore, the total value requested in this report is **£1,120,450**. This is based on:

Edcity (Metropolitan Living - trading as So Resi)	Estimated sales fee of 84 homes:	£555,14
	Marketing budget:	£113,00
	Total estimated contract value is:	£668,14
Hartopp & Lannoy (Site Sales Marketing Ltd.)	Estimated sales fee of 67 homes:	£351,80
	Marketing budget:	£100,50
	The total estimated contract value is:	£452,30
Aggregate Total (Edcity + Hartopp & Lannoy)	Aggregate estimated sale fee:	£906,94
	Aggregate marketing budget:	£213,50
	Aggregate contracts values:	£1,120

4. **REASON FOR DECISION:**

If approved, the recommendations contained in this report will allow the appointment of sales and marketing agents to oversee and manage the marketing and sales process of affordable homeownership properties in the Council developments.

5. **ALTERNATIVE OPTIONS CONSIDERED:**

- Option 1: Do nothing (business as usual) – Not recommended
- Option 2: Deliver the supplies, services, and/or works in-house (make/buy decision) – Not recommended
- Option 3: Undertake a full regulated procurement process, advertised to the market – Not recommended
- Option 4: Procure using a compliant framework, Dynamic Purchasing System (DPS), or Dynamic Market – Recommended

6. **CONFLICTS OF INTEREST DECLARED AND DISPENSATIONS GRANTED:**

None

Date of Decision
07 May 2025