

Report to: Bram Kainth, Executive Director for Place in consultation with Cabinet Member for the Economy

Date: 07/05/2025

Subject: Procurement and Award for Sales and Marketing Agents Services for 2 Developments

Report author: Mo Goudah, Strategic Lead for Investment and Acquisitions

Summary

London Borough of Hammersmith and Fulham Council's (the "Council") development programme is advancing to a stage where two large developments, EdCity and Hartopp & Lannoy, are nearing completion and require the engagement of sales and marketing agents to assist with the marketing and sale of affordable homeownership properties in each development.

Both projects are high-profile flagship developments delivering a total of 266 affordable homes. Completion of EdCity's second and final phase is anticipated in Autumn 2025, while Hartopp & Lannoy is expected to complete in Spring 2026.

This report seeks approval of the procurement strategy and Contract award using a compliant direct award from Lot 9a (Estate Agency) of the Guinness Partnership Marketing and Sales Framework (TGP408) for the appointment of sales and marketing agents on each development. The report proposes awarding two separate Contracts to different suppliers to mitigate risk associated with this important appointment.

Once appointed, agents will support the Council in marketing and selling affordable homeownership homes to residents and workers in the borough, assisting buyers throughout the entire process. Of the 266 affordable homes across these schemes, there are 151 affordable homeownership properties for which the Council will require external sales and marketing support.

The appointment of skilled sales and marketing agents is crucial to support residents interested in purchasing an affordable home, from initial interest through to conveyancing and completion.

Recommendations

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 Note that Appendices 1, 2 and 3 are not for publication on the basis that they contain information relating to the financial or business affairs of a particular person (including the authority holding that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:	£555,150
	Marketing budget:	£113,000
	Total estimated contract value is:	£668,150
Hartopp & Lannoy (Site Sales Marketing Ltd.)	Estimated sales fee of 67 homes:	£351,800
	Marketing budget:	£100,500
	The total estimated contract value is:	£452,300
Aggregate Total (Edcity + Hartopp & Lannoy)	Aggregate estimated sale fee:	£906,950
	Aggregate marketing budget:	£213,500
	Aggregate contracts values:	£1,120,450

Wards Affected: White City & Munster

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
Building shared prosperity	The development of the two sites is bringing about measurable local benefits, including realisable benefits during construction where the appointed suppliers, under the Council's procurement policy, are incentivised to provide social

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
	value that is aligned to the Council's strategies, including Upstream London.
Creating a compassionate Council	The developments help meet the need to provide modern, fit for purpose housing and help to meet the acute need for affordable housing in the locality. Both schemes will provide 100% affordable housing.
Being ruthlessly, financially efficient	The selection of the sales and marketing agent will ensure the projects are overseen by a recognised professional with a track-record of achieving sales at an appropriate rate and value.
Taking pride in H&F	The aim of the developments is to create a lasting and positive legacy through well-designed architecture and amenities while meeting the climate challenge objectives and the acute need for affordable housing in the borough.
Rising to the challenge of the climate and ecological emergency	The developments will deliver highly sustainable new homes that achieve high levels of energy efficiency and are fossil-fuel free, so help create and sustain a low carbon community. The developments will meet the targets set out in the Climate Strategy and will achieve a significant reduction in the operational carbon usage, thereby reducing the fuel bills of future residents.

Financial Impact

The approved budgets for Hartopp & Lannoy (£56.9m) and EdCity (£72.7m) cover the costs of procuring sales and marketing agents. Sales and marketing costs, classified as revenue costs, will be transferred to revenue along with their budget.

The estimated sales commission for both consultants is 1% of the housing units' open market value. A red book valuation will soon provide a more accurate assessment.

The consultants recommended for appointment have been subject to an assessment of their financial stability, the output of which can be seen in Appendix 1: Exempt Financial Information.

Since the contract is one-time for both consultants and involves minimal risk, approving the award contract for both consultants is sufficient.

Harun Guleid, Principal Accountant (Development), 23rd April 2025

Verified by James Newman, AD Finance, 24 April 2025

Legal Implications

The Council has the power to procure agents to ensure that the marketing and sales of the affordable shared ownership units in these developments. This is incidental to the Council's functions as a local housing authority under the Housing Act 1985.

These contracts are above the threshold for the provisions of the Procurement Act 2023 to apply. The use of a pre-existing framework which was let under the previous statutory regime is a compliant method of procurement for the purposes of the 2023 Act.

These are high value contracts for the purposes of the Council's Contract Standing Orders. The proposed strategy is to use the Guinness Partnership framework. The report also proposes a contract award on the basis of a direct award under the framework. The use of a suitable third-party framework in accordance with its terms is a compliant method of procurement under the CSOs. The Council is entitled to call-off under this framework which permits direct awards.

The detailed terms of the framework have not been released pending confirmation that the Council is committed to its use. Prior to any award, the terms of the framework agreement will be checked to ensure compliance.

The proposed strategy and award are a key decision under the Council's constitution and need to be included on the key decision list on the Council's website.

John Sharland, Special Projects Lawyer, 24 July 2025

Procurement Comments

The procuring officer must work with the Procurement and Commercial team to ensure the call-off is undertaken compliantly and in accordance with the Public Contracts Regulations 2015 (under which the framework proposed for use was established), framework terms of use, and the Council's own [Contract Standing Orders \(CSOs\)](#).

The Procurement and Commercial team have confirmed all Conflict of Interest and Confidentiality Undertaking Declarations have been completed and uploaded to the Council's [capitalE sourcing](#) eProcurement portal.

The framework proposed for use has been subject to full diligence checks by the Procurement and Commercial team, which have not identified any issues of concern. The framework is therefore compliant for use by the Council in procuring this requirement.

CSO 19.4. at Section D – High Value Contracts – Over the Services Threshold (page 23-31/120) of the Council's [CSOs](#) requires for contracts with a value above the Services Threshold, that for Supply and Service Contracts:

1. **Competition Requirement 1** – Use of an existing Dynamic Purchasing System (DPS), Framework, Open Framework, Dynamic Market, which is compliant with the Procurement Act 2023, The Procurement Regulations 2024 or Provider Selection Regime (PSR), as applicable.
Advertising Requirement 1 – Follow the rules of the Framework/Open Framework/DPS or Dynamic Market and use the eProcurement System for all mini-Competitions or calls for competition.
2. **Competition Requirement 2** – Competitive Tendering Procedure selected in accordance with the PA 2023 and The Procurement Regulations 2024 as approved through the Procurement Strategy.
Advertising Requirement 2 – (1) Tender Notice published on Central Digital Platform; (2) Trade Journal (Project Team decides. The advert must first be published on the Central Digital Platform).

Based on the details provided in this report, CSO 19.4. has been complied with.

A Contract Award Notice must be published to Contracts Finder, to satisfy the requirements of the Public Contracts Regulations 2015, under which the framework proposed for use was procured, for contracts equal to and over £30,000 (including VAT). This must be completed using the Council's [capitalE sourcing](#) eProcurement portal.

The contract must be added to the [capitalE sourcing](#) eProcurement portal, to ensure it is published on the Council's [Contract Register](#) in line with the legislated transparency obligations.

A named contract manager must be allocated to the contract on the Council's [capitalE sourcing](#) eProcurement portal.

Chris Everett, Category Lead – Procurement and Commercial, 17th April 2025

Background Papers Used in Preparing This Report

None

Detailed Analysis

Background

1. Both EdCity and Hartopp & Lannoy are high-profile development projects delivering much needed affordable housing to the London Borough of Hammersmith and Fulham (LBHF). The schemes also deliver several community

benefits, including a new school, nursery, youth zone and much improved public realm. Construction on each project is well-advanced and will reach practical completion over the next 12 months. Both schemes will be 100% affordable providing, a total of 266 affordable homes.

2. The affordable housing tenure mix to be delivered on each scheme has been subject to change over the construction programme. The 22 initially planned private sale homes in Hartopp & Lannoy have now been converted to Discount Market Sale; meaning Hartopp & Lannoy will now include all types of affordable tenure from genuinely affordable social rent; London Affordable Rent, Shared Ownership and Council Shared Equity (formerly known as Discount Market Sale).
3. The continued viability of each development requires a timely sale of homes to achieve the anticipated financial return. Any delayed sale would not only mean increased cost to the Council in terms of Service Charge liability, insurance etc., but also delayed capital receipt from the sale which may indirectly increase the Council's borrowing.
4. Sales and marketing of homes is subject to regulations and best practice that includes explicit requirements on type of information to be provided to perspective purchasers and when they are provided. To ensure that the Council operates on a fully compliant basis, the appointment of capable and experienced agents is required.
5. Additionally, appointing agents as soon as possible to start the marketing of homes before they are completed, will help ensure homes are occupied shortly after completion and no home is left empty for any period longer than the standard 4 weeks period between exchange and completion.
6. An overview of the homes for which sales & marketing services are required in each development is provided below.

Scheme	Shared Ownership	Council Shared Equity	Total
EdCity	84	0	84
Hartopp & Lannoy	45	22	67
Total	129	22	151

Reasons for Decision

7. 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.
8. In line with the Council's CSOs, the SLT Member for the Economy, in consultation with the Cabinet Member, is the decision maker as the Contracts are funded by an approved capital budget.

Contract Specifications Summary

9. Each of the sales and marketing agents will provide a dedicated sales team, including a named Project Director or Senior Manager, a Sales Manager, and Sales Negotiators or Consultants. This team will handle all sale enquiries and contact management, ensuring potential buyers receive timely and accurate information delivered with a strong focus on customer service.
10. Affordability and eligibility checks will be conducted in collaboration with Home Buy's selected Independent Financial Advisor (IFA) to ensure prospective buyers can afford the properties and are able to obtain mortgages. The agents will offer flexible viewing schedules to accommodate customer requirements, with viewings taking place within five working days of a request unless a longer period is requested.
11. The agents will manage the show home and maintain it open and available an agreed number of days per week which may vary from one site to another taking into account the number of homes that are still available for sale.
12. The agents will also oversee the reservation process, including collecting reservation payments, and manage the conveyance process including liaising with all legal conveyancers, buyers and relevant council staff to ensure timely reservation, exchange, and completion.
13. Upon sale completion, the agents will conduct home demonstrations and carry out post-completion satisfaction surveys to gather feedback from buyers. They will produce a lesson learned report upon completion of the last sale to identify areas for improvements.
14. The agent will have a support team that will be available to manage leads and respond to enquiries within specific response periods set by the Council. All staff engaged by the Agents will be fully trained to ensure compliance with the Consumer Code and regulatory frameworks applicable.
15. The agents will be required to deliver maintain high standards of customer service, support the council and Home Buy in dealing with enquiries and handle all on-site sales setup to facilitate a smooth sales process.
16. The agent will also be required to source any marketing materials requested by the council and seek pre-approval of all marketing material and events.

Procurement Route and Analysis of Options

17. In proposing a procurement route, officers considered factors such as the regulatory requirements applicable on sale and marketing of homes, complexity of the conveyancing process for a first-time buyer, the expertise required, the need for real and measurable competition to assure the Council of best value for money and to mitigate sale risks.

Option 1: Do nothing (business as usual) – Not recommended

18. The “do nothing” option would either mean (a) not proceeding with this decision or (b) not proceeding with the sale of affordable home ownership homes in either or both developments.
19. Not proceeding with the sale of affordable homes would require either a change of tenure where the Council will forgo the anticipated sales income that are crucial to the viability of each of the two developments.

Option 2: Deliver the supplies, services, and/or works in-house (make/buy decision) – Not recommended

20. Proceeding with this approach would require the Council to either develop these resources internally including temporary recruitment and management of a large team of specialist staff or seek other route to market not recommended in this report which would ultimately delay the appointment of the agents.
21. The quantum and timing of sales anticipated over the next 36 months would not create an economy of scale to represent good value for money. Further the specialist nature of the service, if delivered internally, would result in the Council retaining regulatory risks and consumer protection risks better handled by specialist external agents.

Option 3: Undertake a full regulated procurement process, advertised to the market – Not recommended

22. While a traditional end to end procurement process would engage the whole market, the dominance of estate agents in this sector would likely increase the resources and the timescale needed to procure a sales and marketing agent.
23. While an open procurement, in which any estate agent can bid, would very likely result in a high number of bids, the resources required to manage and evaluate such procurement would not be proportionate to any benefit gained from a such a route and would delay the appointment of agents to this project.

Option 4: Procure using a compliant framework, Dynamic Purchasing System (DPS), or Dynamic Market – Recommended

24. There are various compliant frameworks available that offer a quicker route to market and access to a pool of agents that have already been pre-assessed by framework providers as suitable for delivering the sales and marketing services required.
25. Following review of available frameworks, the Guinness Partnership Marketing and Sales Framework was identified to be the most suitable as it has a high number of agents with demonstrable experience in affordable home ownership and ability to deliver the services required. The framework enables call-off by way of a direct award to the highest ranked agents, or to any of other agents in the

selected Lot, provided that, for example, such an appointment is determined by the Council to be economically advantageous.

26. The identified framework and Lot, features seven agents who were appointed to the framework, based on a fixed fee relative to open market value of homes to be sold.
27. The key features to this option are that the suppliers have been vetted and approved under the framework agreement; the prices, quality standards, and delivery terms are typically agreed upon in advance and the process is quicker and simpler than running a new mini competition as the groundwork has already been done.
28. The framework allows call-off by way of a direct award as well as the running of a mini-competition. However, as agents' fees are fixed the running of a mini-competition was not deemed to be more economically advantageous than a call-off by way of a direct award.
29. In selecting the two agents, the Council engaged with three agents from the selected framework, including the top-ranked agents in the lot, and determined that the two recommended agents represented the most economically advantageous offer. Although both agents have proposed identical sales fees, the potential overlap of sale periods of the two developments makes appointing a single agent inadvisable to mitigate delays in one affecting the other as well as the potential cascading and compounding effect a risk materialising in one development adversely impacting the other. Therefore, separate appointments for each development are recommended. See exempt Appendix 2.
30. The fee for the appointed agents will be based on pricing procured under the framework, assuring the Council of best value for money while simplifying the procurement process, as the preliminary assessment has been undertaken by the framework provider.
31. The use of an existing third-party Framework offers demonstrable advantage to the Council, including resource and time efficiency.

Market Analysis and Engagement

32. The sales and marketing sector in the UK is largely dominated by estate agents, many of whom have limited experience in affordable home ownership. This is particularly apparent among those with a high street presence, who often focus on traditional property sales rather than the nuanced requirements of affordable home ownership. As a result, first-time buyers seeking affordable homes may not receive the specialised support they need to navigate the complexities of purchasing their first property.
33. Given the specialist nature of the service and the dominance of traditional sale agents, it is crucial that any route to market follows rigorous examination of the options available to ensure that selected agents possess the necessary expertise to guide buyers from initial interest through to completion.

34. Any agent appointed needs to provide tailored advice, and excellent customer service while at the same time seeking to manage expectations by explaining the eligibility and prioritisation criteria, associated with the sale of these homes.
35. By identifying agents with proven experience in affordable home ownership, the Council will be assured of timely receipt of sale returns and that perspective first time buyers receive the attentive support and handholding they need throughout the process from initial contact to completion.

Conflicts of Interest

36. All officers and decision makers, including elected members (where appropriate), have been required to complete a 'Conflict of Interest Declaration' form to record any actual, potential, and/or perceived conflicts, along with appropriate mitigations (as appropriate), on the Conflicts Assessment.
37. Approval of, by way of signing, this Procurement Strategy by the elected member constitutes their declaration that they do not have any actual, potential, and/or perceived conflicts, relevant to this procurement, except where a specific Conflict of Interest Declaration form has been completed and provided, advising differently.
38. The Conflicts Assessment will be kept under review and updated throughout the life of the project (from project inception to contract termination).

Local Economy and Social/Added Value

39. The local property estate agency sector is dominated by traditional sale agents with limited expertise in affordable housing limits and thus limiting the Council's ability to reserve these contracts for local Small and Medium-sized Enterprises (SMEs). However, appointed agents will be required to involve local SMEs and suppliers as much as possible in the design and production of marketing materials.
40. Helping to maintain residents in their locality through provision of secure and affordable housing would foster community stability and allow households to allocate more of their income towards essential needs other than housing, such as nutrition. This will support wider aims around improved health outcomes, better educational performance for children, and overall enhanced social well-being of local communities.
41. Inclusion of both affordable homeownership and affordable rent will contribute to the vitality of neighbourhoods through promoting income diversity and inclusivity leading to stronger social cohesion and social aspiration among residents.
42. Both developments include community spaces and amenities that encourage interaction and engagement, further strengthening community bonds.

43. Hartopp & Lannoy is the first of three Council-planned developments to achieve Passivhaus classic standards and be operationally net zero carbon. The design of Hartopp & Lannoy is estimated to reduce on-site carbon emissions by about 86%, helping to lower residents' energy bills by approximately 30%.

Lot Considerations

44. Whilst the requirement is not subject to division into lots, this report does recommend splitting the sales of marketing of the two developments to individual contracts, to be delivered by separate agents, to mitigate delivery risks. It is not possible to further breakdown sales of marketing of each development into smaller lots, as perspective buyers, who are H&F Home Buy applicants, will be offered a choice of any property for sale in each development and so there can only be a single agent for each development.
45. While it is possible in some private developments that multiple agents are appointed, that is more relevant when target buyers are of different groups such as investors, oversee buyers, second home buyers etc. In such a scenario, different agents may be more suited for different sourcing different buyer group. However, as all perspective applicants in both developments are going to be Home Buy applicants, appointing multiple agents would not be required.

People Based Considerations

46. The Transfer of Undertakings (Protection of Employment) Regulation 2006 (UKSI 2006/246) (TUPE) is not applicable to this Contract.

Risk Assessment and Proposed Mitigations

Risk Identified		Likelihood	Risk Control/Mitigation measure
1.	Insufficient interest from suppliers on selected framework.	Low	Several suppliers on the framework have been engaged and they have all shown clear interest in both developments.
2.	Procurement does not achieve required competitiveness and does not provide value for money.	Low	Suppliers on the framework have been procured following a competitive tendering process and the council will be able to procure these services based on competitively procured fee rates.
3.	Timely development and adoption of a sales and marketing strategy with appointed agents on each development	Medium	This risk is managed and mitigated through selection of an experienced sales and marketing agent and direct engagement of officers from development, partnership and home buy teams.

47. Ensuring the effective and timely sale of homes is paramount for achieving the predicted sale returns for each development. To mitigate this risk, an experienced

agents would need to be appointed, and a tailored sales and marketing strategy will need to be devised and implemented for each development.

48. This strategy includes setting specific targets and timelines, conducting additional marketing events if necessary, and reviewing target share percentages and buyer incomes. Key Performance Indicators (KPIs) will be incorporated into agents' appointments to facilitate continuous performance appraisals.
49. Providing excellent customer service, especially for first-time buyers, is crucial for the success of the council's development programme. The Home Buy service will oversee agents' work, monitoring performance against agreed KPIs and response times to enquiries and complaints. Customer feedback will be actively sought to address any shortcomings directly with the agents.
50. Market volatility poses a risk to anticipated sale returns, as significant fluctuations in the housing market could impact sales values. However, this risk is mitigated by the expectation that initial sales percentages will be around 25%, with lower property valuations potentially encouraging buyers to purchase higher shares. The sales and marketing strategy will outline steps to encourage larger share purchases in such scenarios.
51. Compliance with regulatory requirements is another critical aspect, and appointing experienced sales and marketing agents will help mitigate this risk. Reputational risk is also a concern, as the reception of council developments by local residents can impact the perception of the council's efforts in addressing affordable housing needs. Engaging experienced agents familiar with the London market and maintaining direct oversight by officers will help mitigate this risk and ensure positive community reception.

Contract Duration Considerations

52. Each Contract will run for a maximum of 24 (twenty-four) months from appointment on each development, with no additional options to extend.
53. If this report's recommendations are approved, Contracts with the agents for Ed City will be formalised in May 2025 and for Hartopp & Lannoy agents, in the autumn of 2025.

Timetable

54. The timetable below sets out dates for the high-level activities to be undertaken.

	Action	Date
1.	Contracts Assurance Board (Strategy and Award)	30 th April 2025
2.	SLT Sign off (Strategy and Award)	On or about 7 th May 2025
3.	Undertake Direct Award Process	On or about 7 th May 2025

	Action	Date
4.	Contract Engrossment	On or about 21 st May 2025
5.	Contract Award Notice Published	On or about 21 st May 2025
6.	Contract Commencement Date	On or about 21 st May 2025

55. The second and final phase of the EdCity development, which includes 84 shared ownership homes, is anticipated to complete in September 2025, with the show flats expected to be made available to the Council in July 2025.
56. The Hartopp & Lannoy development is anticipated to be completed in April 2026 with show flats being made available in or around January 2026.
57. It is always advisable for the marketing of homes for sale to start as soon as practically possible during construction to minimise void periods and to ensure as many homes as possible are sold immediately after completion. This strategy, coupled with the relatively high number of homes to be completed, require that the appointment of sales and marketing agents take place immediately.
58. Furthermore, the potential overlapping of the sale period for the two developments requires the Council to consider and mitigate performance risk affecting one development directly or indirectly impacting the other, and so it is recommended that a separate agent is appointed for each of the two developments.

Selection and Award Criteria

59. Selection and award criteria in the standard sense are not applicable to direct awards, however, the agents to whom the Council are proposing to award the Contracts were identified based on the council having an existing relationship and/or knowledge of their capabilities and having sought confirmation from each agent of their ability to mobilise and deliver the services needed at the framework's rates. See exempt appendix 2.

Contract Management

60. The Contract will incorporate specific and detailed KPIs to measure the performance of each agent, and the Council will retain the ability to terminate each Contract subject to a reasonable notice.
61. The contracts will be overseen by a named contract manager who will work closely with development managers on each development as well as with Home Buy to ensure the delivery of an interconnected service that revolves around Home Buy applicants and involves all stakeholders, both internally and externally. An outline of a draft KPI for these contracts are set out in Appendix 3 exempt.

Equality and Inclusion Implications

62. Approval of this report's recommendations is not anticipated to have any direct implications on any group with shared protected characteristics, under the Equality Act 2010. Approval of this report's recommendations is not anticipated to have any direct implications on any group with shared protected characteristics, under the Equality Act 2010. This is because the report deals solely with procurement of sales and marketing agents to support the Council in the sale and marketing of affordable homes in two developments. This decision does not deal with matters relating to the marketing strategy to be adopted on each development which will be developed and approved following the appointment of agents. The council will ensure will work with the appointed agents to ensure the process is equitable, fair and inclusive.

Verified by Strategic Lead for EDI, Yvonne Okiyo, 25.04.25

Risk Management Implications

63. The appointment of sales and marketing agents to support the Council is the sale of affordable home ownership is critical to ensuring that these homes are sold in a timely and efficient manner. Additionally, the appointment of an experienced agents will ensure sale process and information provided to perspective buyers are in full compliance with all regulatory requirements and best practice.

Jules Binney, Risk and Assurance Manager, 30th April 2025

Climate and Ecological Emergency Implications

64. On 17th July 2019 the Council declared a climate emergency, pledging to cut CO2 emissions from the Council's activities to net zero by 2030. As part of the Climate and Ecology Action Plan, action H1.7 stipulates completing two pioneering projects for zero carbon homes; the first of which is Hartopp & Lannoy development which is Passivhaus development.
65. However, this decision relates to the appointment of sales and marketing agents and so does not have any direct climate or ecological implications.

Officer name, role title, date signed

Local Economy and Social Value Implications

66. It is a requirement that all contracts let by the council with a value above £100,000 propose and commit to social value contributions that are additional to the core services required under the contract.
67. In the first instance, the application and consideration of social value needs to meet with the terms and conditions of the associated framework under which the direct award is being made.
68. On award of the contract(s), the commissioner will ensure that the Added Value commitment offered at tender stage is stated as a contractual output.

69. Our standard contracts include clauses which refer to penalties for non-delivery against Added Value commitments.
70. It is recommended the Social Value Officer and commissioner meet at each stage of this procurement to ensure that the Added Value received is aligned with the 3 categories within the Added Value strategy and the Added Value Matrix (Inclusive Economy, Happier and Kinder H&F, Responding to the Climate Emergency).
71. Social Value Portal will be used for recording any Added Value responses. The commissioner will work closely with the Social Value Officer to ensure commitments are reported regularly on the Social Value Portal by their suppliers.

Harry Buck, Social Value Officer (Procurement), 23rd April 2025

Digital Services and Information Management Implications

72. Digital Services has been informed as part of the request for approval of the procurement strategy and Contract award using a compliant direct award from Lot 9a (Estate Agency) of the Guinness Partnership Marketing and Sales Framework (TGP408). At this stage no direct digital implications are considered to arise from this report. Nonetheless it is important that Digital Services continue to be an integral part of the exercise to ensure that any IT requirements, if any, are met, that all necessary safeguards, permissions and budgets are in place, and that any IT work undertaken is in alignment with the digital strategy.
73. IM Implications: A Data Privacy Impact Assessment (DPIA) will need to be completed to ensure that all the potential data protection risks around this new contract are properly assessed with mitigating actions agreed and implemented.
74. Any suppliers, appointed as a result of the direct reward procedure will be expected to have a Data Protection policy in place and all staff will be expected to have received Data Protection training. Contracts will need to include H&F's data protection and processing schedule, which is GDPR compliant.

Implications completed by Vincen Arivannoor, Strategic Relationship Manager, 23rd April 2025

List of Appendices

- Appendix 1: Exempt financial information
- Appendix 2: Exempt Framework fee structure
- Appendix 3: Exempt Draft KPIs