



eastbrooke
homes

Request for Quotation

CGI Configurator Tender Presentation

July 2024

Brought to you by:



1. Introduction

- **Who we are.**

eastbrooke homes is a local housing agency and trading name of Eastleigh Borough Council.

- **What we do**

The Council's business is split into two principal areas:

- a) Statutory and other regulated Services for Borough Residents and
- b) Capital Projects

This Brief focusses on Capital Projects including:

- i) Development of Residential, Commercial and Community Assets for sale or rental to customers plus associated infrastructure
- ii) Management and Maintenance of retained assets for customers.
- iii) Development of Green Energy assets and supply of power to customers
- iv) Acquisition and development of Ecological enabling assets and sale of related credits to customers

- **Why are we doing it?**

eastbrooke homes are committed to deliver:

- a) homes where people choose to live and work that has a positive effect on their health and well-being as well as the environment.
- b) central and other self-delivery project funding for the benefit of customers and residents
- c) generate revenue to contribute to the cost of providing statutory and other regulated services to Borough residents.

2. eastbrooke homes Brand Position

- **Who are our competitors?**

- Residential and Commercial Developers
- Other Local Authorities/Registered Providers
- Management Companies
- Local landowners and agents

- **What do we like about our competition?**

- Strong market presence and attractive branding
- Sophisticated product designs
- Customer Journey processes and how this is communicated.
- Customer following and loyalty.

- **What sets us apart from our competition?**

'Surplus for Purpose' as opposed to generating profits for shareholders.

Channel USP's:

Homes:

- Dwelling type designs - larger homes suited to modern living.
- Providing double bedrooms throughout
- Most homes have a dedicated home office/study.
- Fully specified homes meaning, "you don't need extras."
- [Additional storage provided (to most homes)]
- Use of higher quality materials to provide longevity and thereby greater sustainability.
- Homes let and cared for by a truly responsible Landlord.

- **Who do we see being our customers?**

Homes Sales:

Individuals attracted to our USP's capable of purchasing.

Homes Rental:

Individuals attracted to our USP's who will be responsible tenants.

- **Our Basic Message**

A 'blue chip' responsible provider offering high quality products and services. A safe pair of hands – customers must feel they have made the right decision selecting our products and service.

An established, fully regulated, provider of products and services capable of meeting customers' immediate, mid-, and long-term needs and demands.

- **How we want our customers and the general public to see our brand**

Adjectives:

- Aspirational
- Capable
- Caring
- Professional
- Positive

Key Messages:

- 'A *place* for everyone'
- 'Delivering local developments that make a *difference*.'
- 'Thinking *beyond* today'
- '*Genuinely* putting community first.'

2. Virtual Assets Required

Virtual Deliverables Required

We are seeking bids on an interactive CGI tool that allows the user to:

1. Creation of a development wide 3D CGI model
2. See and walk through the site plan or parts thereof (as applicable)
3. Enter into each property to gain an understanding of how the space feels virtually. Be able to virtually walk throughout the plot.
4. See a visualization of the finishes and materials in the property.
5. Where applicable make the selection of choices in 13 houses and 2 apartment types. Selections will be for:
 - a. Kitchens including doors/worktops/handles/sinks/appliances.
 - b. Flooring – choice of carpet colours to bedrooms stairs and landings (single colour to be used in all areas from range)
 - c. Flooring – Karndean (or similar) to hallway/kitchen and bathrooms (single colour throughout from range of finishes in hallway kitchen. Range to bathrooms)
 - d. Tiling to WC /Bathroom and ensuite (from a range of 3 colourways)
6. Provision of high-quality renders of house type CGI's for:
 - a. 13 house types
 - b. Each apartment block (9 types)
 - c. 10 street scenes
7. Capability within software to create unique brochure for customer once selection process followed.
8. Ability to show and create priced options within the interactive environment.
9. Ideal
 - a. Provide situational plotting for site to envelope current environment.
 - b. External walk through to understand topography and retaining structures.
 - c. Provision of colour way or standard options so that customers can see the home in a style that closely matches their own. (Say 3 options)

Interactive tool in use.

From a marketing perspective, this is an invaluable and critical tool, particularly in the early phases of each parcel to convince potential purchasers/tenants to commit to our product prior to construction.

To support our ambitious sales rate goal, we will need to continuously sell off plan, the model allows customers the opportunity to walk their house and their plot. This offers numerous benefits from being able to see what it is that we are offering, and more importantly in the model, they will be able to understand the following about our homes to inform their choice:

- Local topographical details for their plot
- Relationship within the development to other homes or features
- Details of street furniture/lighting columns etc that may impact their decision of particular home.
- The colour looks and feel of their specific home.

This is further enhanced by reason of the fact that part of this proposal's intent is to build our homes internally as well as externally this will offer our clients:

- The opportunity to walk through the inside of the home, detail finishes and other aspects to give them an appreciation of space.
- They should be able to configure their home with a set of agreed choices such as kitchens and flooring, which when selected the CGI model will adapt to show them how the home now looks.
- Following the customers selection the software will produce a personalised and costed brochure which will have the dual benefit of clarifying to the customer what it is that they have chosen, and any costs associated, as well as providing a record for our purposes to inform the contractor of the customers choices. The coordination around this signing off/paying processes etc can be adapted (all payments etc are via our CRM and not interacted by specialist).

Users

Who will be using this?

The primary user will be customers remotely via the website. It is projected that the predominance of website use will be via a mobile device.

The interactivity needs to be very intuitive to ensure that both that it feels like a pleasant experience and that it can appeal to wider range of ages and technical capabilities.

In addition, we anticipate the site team and Client stakeholders alike will use the system to visualize and share the homes and details with relevant parties.

Detailed requirements

Inclusions:

1. 3D interactive site plan including live data (for status information) for sales centre.
2. A 360 interactive site plan with live data for (any device) for eastbrooke homes website
3. A House type digital brochure for the Eastleigh development
4. A plot specific personalized digital brochure for the development with favourites functionality
5. A 360 virtual tour interior configurator of interiors
6. Visual Assets
 - (a) All plot CGIs, Street views for all plots, images, interiors, 3D floor plans, 3D aerial views.
 - (b) All visual content to be set up and specified for project in terms of sizes and specifications for CGIs.

Description

1. 3D interactive site plan

- 3D model environment with topography and levels
- 3D house types
- 3D Apartments
- 3D floor plans including furnishings for all house types.
- 3D floor plan for each apartment block – example for each block
- 360 virtual tour configurators for house types.
- Virtual interior configurator tours to configure choices for main rooms kitchen, living room, wet rooms, and flooring– highlighting USP's of what is included in eastbrooke homes 'what's included' package.
- Interior tours to highlight sustainable homes USP's with integrated touch points for text and video information.
- Existing trees and new planting and landscaping schemes
- Ponds, SUDS. Swale, LEAP, sub stations, open green spaces, woodlands, retaining walls, fences, hedgerow planting, landscape designs, gates, garages, parking areas, lampposts, pathways.
- Road networks and infrastructure, local schools, connected spaces, wildlife, sports fields.

Functionality

- 3D Interaction and ability to freely walk anywhere on the development including back gardens.
- Highlighting future phases with white houses
- Web interactive 360 point to walk thru development.
- Pinch, zoom, pan, double tap, walk, drag, and drop interactive features.
- Filtering linked to real time data.

2. A house type digital brochure

A digital brochure to include all selected house types on the development.

3. A plot specific personalized digital brochure

Plot specific to include plot CGI, plot with street view CGI, 3D floors plan and 3D aerial view highlighting position of the specific plot.

4. Visual Asset Management

All visual content provided from system - CGIs of all plots, all plots on street scenes, 5 x 3D aerial views, 3D floorplans of interior house types, images x 5 and interior CGIs of homes, 360s of streets, 360s of interiors together with social media teaser coming soon video/gif e.g. what you get from typical house builder – what you get with eastbrooke homes– animated gifs for social media/advertising campaigns

3. Tender Assessment Process

•Tender & Assessment Process

As a public body it is necessary for us to send this Brief out to tender.

All proposals received will be measured on the same basis.

The **key points** for the scoring matrix we will use to assess each proposal will be:

1. How well the proposal meets this Brief	15% of total weighting
2. Quality of the proposal	15% of total weighting
3. Cost	50% of total weighting
4. Your Experience	20% of total weighting

The tender period will be as follows:

1. All proposals to be submitted by 31st July.
2. We will score all proposals by 7th August.
3. We will notify you of the outcome by 14th August if not sooner.

Full programme to be agreed but key dates are as follows:

1. initial draft house type CGI's (8 house types 2 street scenes) will be needed by 13th September with final rendered versions by 30th September.
2. Draft configurator for 8no. house types required by 15th November with final rendered versions by 13th December.

Evaluation of Key Points 1-4

The responses received to this tender request will be assessed against the evaluation criteria in the table below.

Points Score	Score Description Guide
0	The response gives no confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.
1	The response gives little confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.
2	The response gives a reasonable degree of confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.
3	The response gives confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.
4	The response gives a greater degree of confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.
5	The response gives a high degree of confidence that the Potential Supplier has the capability, resource and experience to properly perform the contract.