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Tender

## **Framework Agreement for the provision of Get Started and Grow Business Services**

Staffordshire County Council  
Cannock Chase District Council  
Stafford Borough Council  
South Staffordshire District Council  
East Staffordshire Borough Council  
Lichfield District Council  
Newcastle-under-Lyme Borough Council  
Staffordshire Moorlands District Council  
Tamworth Borough Council

F02: Contract notice

Notice identifier: 2024/S 000-005488

Procurement identifier (OCID): ocds-h6vhtk-043b64

Published 20 February 2024, 10:58am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Staffordshire County Council

STAFFORD

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.staffordshire.gov.uk/Homepage.aspx>

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

**I.1) Name and addresses**

Cannock Chase District Council

Cannock

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.cannockchasedc.gov.uk/>

### **I.1) Name and addresses**

Stafford Borough Council

Stafford

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG2 - Shropshire and Staffordshire

#### **Justification for not providing organisation identifier**

Not on any register

#### **Internet address(es)**

Main address

<https://www.staffordbc.gov.uk/>

### **I.1) Name and addresses**

South Staffordshire District Council

South Staffordshire

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.sstaffs.gov.uk/>

**I.1) Name and addresses**

East Staffordshire Borough Council

East Staffordshire

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.eaststaffsbc.gov.uk/>

**I.1) Name and addresses**

Lichfield District Council

Lichfield

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.lichfielddc.gov.uk/>

**I.1) Name and addresses**

Newcastle-under-Lyme Borough Council

Newcastle-under-Lyme

**Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

**Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.newcastle-staffs.gov.uk/>

### **I.1) Name and addresses**

Staffordshire Moorlands District Council

Staffordshire Moorlands

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG2 - Shropshire and Staffordshire

#### **Justification for not providing organisation identifier**

Not on any register

#### **Internet address(es)**

Main address

<https://www.staffsmoorlands.gov.uk/>

### **I.1) Name and addresses**

Tamworth Borough Council

Tamworth

#### **Email**

[michelle.davies@staffordshire.gov.uk](mailto:michelle.davies@staffordshire.gov.uk)

#### **Country**

United Kingdom

**Region code**

UKG2 - Shropshire and Staffordshire

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://www.tamworth.gov.uk/>

**I.2) Information about joint procurement**

The contract involves joint procurement

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://supplierlive.proactisp2p.com/Account/Login>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Framework Agreement for the provision of Get Started and Grow Business Services

Reference number

IA3325

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Staffordshire County Council (SCC) were successful in bidding into the Governments Community Renewal fund, to receive funding for start-up business support.

Information about the scheme can be seen online:

<https://www.staffordshire.gov.uk/Business/Staffordshire-means-Business/Fully-funded-support-to-start-up-and-grow-your-business.aspx>

SCC is looking to award two suppliers per lot, the lots are:

Lot 1 - Get Started and grow in Marketing Services, Website build, Logo and Branding

The packages of support would be split down as:

Package 1: Initial website development

Package 2: Branding and Logo materials

Lot 2 - Get Started and grow in Social Media and Digital Marketing

We are looking for the providers to work with the businesses and business owners to boost confidence and knowledge around social media and digital support and how they can use it to help their business grow.



Please refer to the specification for the full description and requirement.

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Get Started and grow in Marketing Services, Website build, Logo and Branding

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

#### **II.2.4) Description of the procurement**

Open above threshold procedure, to award a Framework Agreement

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

13 May 2024

End date

12 May 2028

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend by 3 x 12 months to the 12th May 2026, 12th May 2027 and 12th May 2028

### **II.2.14) Additional information**

Suppliers should set up a profile on Proactis by completing their company details first. Then registering their interest to this specific tender opportunity by searching under reference IA3325.

Any questions regarding this opportunity should go through the 'message function'.

Please do not contact the Buyer direct.

## **II.2) Description**

### **II.2.1) Title**

Get Started and grow in Social Media and Digital Marketing

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG2 - Shropshire and Staffordshire

Main site or place of performance

Staffordshire

### **II.2.4) Description of the procurement**

Open above threshold procedure, to award a Framework Agreement.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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### **II.2.11) Information about options**

Options: Yes

Description of options

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#### **II.2.14) Additional information**

Suppliers should set up a profile on Proactis by completing their company details first. Then registering their interest to this specific tender opportunity by searching under reference IA3325.

Any questions regarding this opportunity should go through the 'message function'.

Please do not contact the Buyer direct.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 4

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

21 March 2024

Local time

12:00pm

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

21 March 2024

Local time

1:00pm

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

**VI.4) Procedures for review**

**VI.4.1) Review body**

Staffordshire County Council

Stafford

Country

United Kingdom