This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/007736-2024">https://www.find-tender.service.gov.uk/Notice/007736-2024</a>

#### **Planning**

# Soft-market testing: Communications and engagement for community, public and private sector audiences

**Essex County Council** 

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-007736

Procurement identifier (OCID): ocds-h6vhtk-044767

Published 11 March 2024, 4:13pm

# **Section I: Contracting authority**

# I.1) Name and addresses

**Essex County Council** 

County Hall, Market Road

Chelmsford

CM1 1QH

#### Contact

Mr Craig Johnson

#### **Email**

craig.johnson@essex.gov.uk

#### **Telephone**

+44 333

## Country

**United Kingdom** 

## Region code

UKH3 - Essex

#### Internet address(es)

Main address

https://www.essex.gov.uk/

Buyer's address

https://www.essex.gov.uk/

# I.2) Information about joint procurement

The contract is awarded by a central purchasing body

# I.3) Communication

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

https://procontract.due-north.com

Additional information can be obtained from the above-mentioned address

# I.4) Type of the contracting authority

Regional or local authority

# I.5) Main activity

General public services

# **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

Soft-market testing: Communications and engagement for community, public and private sector audiences

Reference number

DN714335

#### II.1.2) Main CPV code

73000000 - Research and development services and related consultancy services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Essex 2055 programme helps to achieve transformational change for residents and businesses. It does this by building support for infrastructure, land and property projects - and attracting the investment required to deliver them.

Essex County Council ("ECC") intends to procure specialist advice to support deliberative resident and business engagement, consensus building amongst politicians and partners, and promotional material and campaigns for both private sector and central government audiences.

ECC is considering how to structure this service. A survey has been created to capture insight from prospective suppliers. This survey can be accessed here: <a href="https://forms.office.com/e/EunctGCyV2">https://forms.office.com/e/EunctGCyV2</a>.

At this stage, this opportunity is soft market testing only and not a call for competition. This market test exercise is to allow the Council to ascertain interest from the market, investigate potential options, and consider the best route for a potential future contract opportunity. The total budget for these requirements is estimated to be £80,000 but the number of tender opportunities will be informed by this soft market testing exercise.

#### II.1.5) Estimated total value

Value excluding VAT: £80,000

#### II.1.6) Information about lots

This contract is divided into lots: No

## II.2) Description

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

- 79300000 Market and economic research; polling and statistics
- 98200000 Equal opportunities consultancy services

#### II.2.3) Place of performance

**NUTS** codes

• UKH3 - Essex

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

Respondents are advised that the purpose of this PIN is to engage with the market and ascertain interest / feasibility and to inform the sourcing route and structure of the potential opportunity. The scope of service, date of publication or potential contract value may be amended following the conclusion of soft market testing and should not be taken as a final "version" of requirement.

# II.3) Estimated date of publication of contract notice

1 April 2024

# Section IV. Procedure

# **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes