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Tender

## **CO0298 Communications and Marketing Framework 2**

Essex County Council

F02: Contract notice

Notice identifier: 2024/S 000-009398

Procurement identifier (OCID): ocds-h6vhtk-040d6b

Published 22 March 2024, 1:59pm

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

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

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

#### **Contact**

Sophie Dunning

#### **Email**

[sophie.dunning@essex.gov.uk](mailto:sophie.dunning@essex.gov.uk)

#### **Telephone**

+44 3330136316

#### **Country**

United Kingdom

**Region code**

UKH3 - Essex

**Internet address(es)**

Main address

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

Buyer's address

<https://procontract.due-north.com>

**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

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com>

**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**

CO0298 Communications and Marketing Framework 2

Reference number

DN698696

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

- 79340000 - Advertising and marketing services

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

Services

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

Essex County Council are looking to establish a Framework Agreement for Communications and Marketing Services. The Framework will have an initial two year term with options to extend in any number of periods not exceeding an extension period of 2 years in total. The maximum duration of the Framework will not exceed 4 years.

Suppliers appointed to the Framework will deliver services to the communications and marketing team as well as other officers across ECC who may have ad-hoc requirements. The Framework will be divided into ten Lots including:

Lot 1A: Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot 1B: Design - Branding: Identity and Guidelines

Lot 1C: Design – Publications

Lot 1D: Design - Generic materials

Lot 1E: Design - Campaign: concept and application

Lot 2: PR Services

Lot 3: Photography

Lot 4: Videography

Lot 5: Media Services

Lot 6: Full Service

The Framework Agreement is anticipated to commence on the 9th September 2024.

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

Value excluding VAT: £6,200,000

#### **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**

Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot No

1A

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Suppliers must be skilled and experienced in accessible design, in line with Public Sector Bodies Accessibility Regulations 2018.

Requirements in this lot will involve but are not limited to:

- the creation and design of digital assets for website and mobile app interfaces, email templates and other digital materials, ensuring a seamless and engaging user experience.
- employing user-centred design principles to create interfaces that are intuitive and visually pleasing, optimizing the user experience.
- the development of designs that are responsive and adapt to various screen sizes and devices.
- creation of interactive elements and animations to enhance the user experience and engagement.
- selection of fonts and colour palettes to reinforce the brand identity and improve readability.
- use and maintenance of expertise in industry-standard design and prototyping software, such as Adobe XD, Sketch, Figma, and relevant tools.
- creation of wireframes, prototypes, and mock ups to illustrate design concepts and interactions.
- collaboration with cross-functional teams, including developers and product managers, to bring design concepts to life.

Suppliers must have an understanding of user experience (UX) and user interface (UI) design principles and best practices.

Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

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

Design - Branding: Identity and Guidelines

Lot No

1B

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- development of brand identity, brand architecture including guidelines, logo, core message.

Involves development of brand propositions, visual elements and associated multi-channel style guides for services, programmes and partnerships, including but not limited to creation of identity, colour palette, typography, look and feel.

- desk or secondary research, or interrogation of research provided, to ensure solutions are in line with the requirements of the brief.
- Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Design – Publications

Lot No

1C

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- layout of publications, including but not limited to strategy and policy documents and information packs, which will be made available in print or online.
- typesetting and pagination of designed documents.
- ensuring all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.



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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Design - Generic materials

Lot No

1D

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

- 79415200 - Design consultancy services

**II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- supply of graphic design and art working services for all media channels and formats including but not limited to posters, leaflets, social media assets, stands and event materials.
- ensuring all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Design - Campaign: concept and application

Lot No

1E

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- The development of creative propositions, inclusive of relevant desk and secondary research to inform development.

- Production of concepts and communications propositions across all channel options, ideally developing and testing new communications ideas prior to production.
- Development of design concepts includes origination of design approaches which are suitable for the media specified. This would require delivery of a number of creative approaches for consideration by the client, in line with the brief referenced above.
- Creative development packaged for delivery or archive, ensuring accessibility standards are adhered to.
- Development of ideas and core messages including development of a campaign style guide to ensure consistency of application.
- Application of a chosen concept to required media assets.
- Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

PR Services

Lot No

2

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

- 79416000 - Public relations services

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

NUTS codes

- UKH3 - Essex

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

Suppliers shall be able to provide a full PR service across a variety of projects. This may include but is not limited to:

- Development and implementation of PR strategies, plans and tactics across a wide range of

projects and campaigns. Either as a stand alone piece or in conjunction with other agencies

(e.g. media buying) delivering requirements for large scale campaigns

- Message development and definition
- Content creation and distribution strategy (including seeding, syndication, blogging, social networks, video sharing, forums)
- Stakeholder mapping and engagement
- Reputation and crisis communications management
- Workshop planning
- Commission and deliver research that can extend into PR opportunities: conferences, awards, accreditations, speaking opportunities
- Media/Journalist management, particularly with specialist trade media
- PR events/stunts
- Media training of key spokespeople

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Photography

Lot No

3

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

- 79960000 - Photographic and ancillary services

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

NUTS codes

- UKH3 - Essex

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

Suppliers shall be required to provide photography services to ECC for promotional and marketing purposes both internally and externally including, where appropriate, storyboarding, venue/actor/models sourcing, shooting and editing. This will include but not limited to:

- offering strategic advice and guidance on best approaches;
- creation of storyboards;

- sourcing of venues, locations, props and actors/subjects/models;
- delivering the shoot;
- editing of photos;
- safe storage and sharing of images and data,
- adhering to GDPR guidelines.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.



### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

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

Videography

Lot No

4

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

- 92100000 - Motion picture and video services

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

NUTS codes

- UKH3 - Essex

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

The following (non-exhaustive) list provides the scope of the Videography LOT that suppliers

may be expected to supply all or some of, on behalf of ECC:

- Film production including pre- and post-production stages, storyboarding, venue/actor sourcing, - - Webinars and webcasting
- Live video
- Animation.

Suppliers will be expected to manage all aspects of video production required including provision of a rationale to support recommended approach, suggestions on implementation

including channels for dissemination and evaluation of effectiveness to demonstrate

achievement of objectives.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

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

## Media Services

Lot No

5

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92000000 - Recreational, cultural and sporting services

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

NUTS codes

- UKH3 - Essex

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

Suppliers will be required to plan, cost and buy media advertising, including (but not limited

to):

- Digital – display, social, paid search and audio
- Outdoor and ambient media
- Radio
- Print
- Addressable TV and VOD
- Media partnerships

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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

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

Full Service

Lot No

6

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKH3 - Essex

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

Suppliers will be required to deliver a full suite of communications and marketing services where programmes of work require a range of support. Services shall include (but not be limited to):

- Development of strategy in line with requirements of brief
- Design (including digital design)
- PR Services
- Photography
- Videography
- Media Services
- Account management from project inception to completion
- Optimisation, reporting, evaluation and measurement

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Framework will have the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

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

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

Restricted 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 a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A – the maximum duration of the Framework Agreement will be 4 years should the maximum extension period of 2 years be utilised.

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-030915](#)

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

Date

24 April 2024

Local time

12:00pm

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

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The Council considers that this contract may be suitable for economic operators that are Small or Medium Enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

The estimated total value set out under II.1.5 of this contract notice is the total estimated contract value including the maximum two year extension period with an inflation estimate included.

For this tender the Authority will be using the ProContract (aka Due North) eSourcing portal <https://procontract.due-north.com> throughout the procurement process, and all communications with Essex County Council relating to this procurement exercise must be via the portal's messaging system.

Supplier registration on the portal is free of charge and can be done via:  
<https://procontract.due-north.com/>

It is recommended that any bidder not already registered on the ProContract eSourcing portal, register at the earliest opportunity. The Council reserves the right to amend timescales for any reason and change the evaluation criteria where necessary for example if there are genuine omissions or mistakes. We also reserve the right to cancel the procurement exercise and/or not to award all or part of a contract. The Council will not be responsible for any costs incurred by bidders in relation to this procurement exercise.

Essex County Council is subject to the Freedom of Information Act 2000 (FOIA) and the Environmental Information Regulations 2004 (EIR). If a bidder considers that any of this information supplied as part of this procurement exercise should not be disclosed because of its commercial sensitivity, confidentiality or otherwise, it must, when providing



this information, identify clearly the specific information it does not wish to be disclosed and specify clearly the reasons for its sensitivity. Essex County Council shall take such statements into consideration in the event that it receives a request pursuant to FOIA and EIR which relates to the information provided by a supplier. However, if the information is requested, Essex County Council may be obliged under FOIA and/or EIR to disclose such information, irrespective of the supplier's wishes. Please note that it is not sufficient to include a statement of confidentiality encompassing all the information provided in the response.

#### **VI.4) Procedures for review**

##### **VI.4.1) Review body**

High Court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom

##### **VI.4.2) Body responsible for mediation procedures**

High court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom