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Tender

## **Welcome Back Fund Activity**

Stratford-On-Avon District Council

F01: Prior information notice

Call for competition

Notice identifier: 2021/S 000-015471

Procurement identifier (OCID): ocids-h6vhtk-02c3e1

Published 6 July 2021, 6:51 am

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

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

Stratford-On-Avon District Council

Elizabeth House

Stratford-Upon-Avon

CV376HX

#### **Contact**

Charlotte Hume

#### **Email**

[charlotte.hume@stratford-dc.gov.uk](mailto:charlotte.hume@stratford-dc.gov.uk)

#### **Telephone**

+44 1789267575

#### **Country**

United Kingdom

**NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

[www.stratford.gov.uk](http://www.stratford.gov.uk)

Buyer's address

[www.csw-jets.co.uk](http://www.csw-jets.co.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

Welcome Back Fund Activity

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

- 79342000 - Marketing services

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

Services

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

As a recognised tourism hot spot, Stratford on Avon District has been deeply affected by the recent pandemic. In order to encourage both national and international visitors to return to the area, Stratford-on-Avon District Council is looking to award a contract to its partner organisation Shakespeare's England Ltd to assist them in organising 'Welcome Back' events within eight rural areas of Stratford on Avon District. These events are to take place between July 2021 and March 2022.

Shakespeare's England Ltd is the recognised Destination Management Organisation (DMO), for South Warwickshire. They are fully accredited by VisitEngland / VisitBritain and responsible for the South Warwickshire Destination Management Plan.

The role of the DMO is to promote tourism and visits to the area locally, nationally and internationally; through making Warwickshire a great place to live, work, and visit, so that visitors will stay longer, explore further and spend more.

Due to the expansive knowledge that Shakespeare England has of both Stratford on Avon District and its tourism sector through its role as the DMO for South Warwickshire ; it is the Council's belief that no other organisations would be in a position to fulfil the role required. Although this opportunity is below threshold under the Public Contract Regulations 2015; to evidence this we are issuing a call to competition.

If no interest is received within 10 working days of publication (deadline 12.00 noon Tuesday 20th July 2021) we will award the contract to Shakespeare's England.

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

Value excluding VAT: £70,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKG13 - Warwickshire

Main site or place of performance

District of Stratford-on-Avon.

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

The Contract looking to be awarded is for an organisation to encourage both national and international visitors to return to the area. We are looking for an organisation with a wealth of experience of working in local areas to undertake a 'Welcome Back' role within the Stratford on Avon District. The total budget for this requirement is £70,000.00, of which, £40,000.00 must be allocated to funding events.

They will be required to do this by delivering the following:

- Developing ideas and assisting in events to cover eight rural

settlements; organising a 'welcome back' event in each location. These events are to take place between July 2021 and March 2022.

- Co-ordinating the proposals (including ideas from Town and Parish Councils) and overseeing delivery to maximise spending within the agreed budget.
- Being the day-to-day contact for the stakeholders and being responsible for the promotion of the Welcome Back Events both on and off-line; maximising print, social media and website visibility getting local, regional and National coverage.
- Provide a regular update to Stratford on Avon District Council on progress.

The contract should be a new targeted campaign under an agreed working title and involve photography and videography at each event for future use on the Town/Parish websites.

Although the main target for this activity will be engagement with the businesses and local residents, they will, by their very nature attract outside interest and can be used as a platform to escalate the opportunity to drive additional visitors in the future.

**II.2.6) Estimated value**

Value excluding VAT: £70,000

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

Duration in months

9

## **Section IV. Procedure**

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

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

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: No

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

#### **IV.2.2) Time limit for receipt of expressions of interest**

Date

20 July 2021

Local time

12:00pm

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

English

#### **IV.2.5) Scheduled date for start of award procedures**

20 July 2021

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## **Section VI. Complementary information**

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

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

Stratford-on-Avon District Council

Warwickshire

Country

United Kingdom