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Contract

## **21 047 Digital Cheshire Lead Generation & Business Development & Ad Hoc Consultancy**

Cheshire East Borough Council

F03: Contract award notice

Notice identifier: 2021/S 000-018376

Procurement identifier (OCID): ocids-h6vhtk-02cf36

Published 2 August 2021, 11:01am

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

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

Cheshire East Borough Council

Westfields, Middlewich Road

Sandbach

CW11 1HZ

#### **Contact**

Mr Michael Ashworth

#### **Email**

[michael.ashworth@cheshireeast.gov.uk](mailto:michael.ashworth@cheshireeast.gov.uk)

#### **Telephone**

+44 1270686440

#### **Country**

United Kingdom

**NUTS code**

UKD - North West (England)

**Internet address(es)**

Main address

<http://www.cheshireeast.gov.uk/>

Buyer's address

<http://www.cheshireeast.gov.uk/>

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

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

21 047 Digital Cheshire Lead Generation & Business Development & Ad Hoc Consultancy

Reference number

DN533729

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

- 79310000 - Market research services

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

Services

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

Provision of lead generation and business development masterclasses with business consultancy: digital Cheshire

Lot 1: Cheshire East Council is seeking to commission a lead generation/marketing and digital masterclass delivery services to promote and encourage take-up of the connecting Cheshire Digital Cheshire Programme;

Lot 2: Cheshire East Council is seeking to commission a service provider for the provision of unspecified ad-hoc intensive intervention business consultancy services to assist beneficiaries of the connecting Cheshire Digital Cheshire Programme.

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £280,000 / Highest offer: £290,000 taken into consideration

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

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

Lead Generation/Marketing and Digital Masterclass delivery

Lot No

1

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

- 800000000 - Education and training services

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

NUTS codes

- UKD6 - Cheshire

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

Lot 1: Cheshire East Council is seeking to commission a lead generation/marketing and digital masterclass delivery services to promote and encourage take-up of the Connecting Cheshire Digital Cheshire Programme.

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

Cost criterion - Name: Price is not the only award criterion and all criteria are stated only in the procurement documents / Weighting: 0

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

Options: No

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

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

ERDF Project Code 03R19P03773

## **II.2) Description**

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

Lot No

2

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

- 80600000 - Training services in defence and security materials

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

NUTS codes

- UKD6 - Cheshire

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

Lot 2: Cheshire East Council is seeking to commission a service provider for the provision of unspecified ad-hoc intensive intervention business consultancy services to assist beneficiaries of the connecting Cheshire Digital Cheshire Programme

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

Cost criterion - Name: Price is not the only award criterion and all criteria are stated only in the procurement documents / Weighting: 0

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

Options: No

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

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

ERDF Project Code: 03R19P03773

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## **Section IV. Procedure**

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

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

Open 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 060-153294](#)

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## **Section V. Award of contract**

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

5 May 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Th Growth Company Ltd

Lea House

Manchester

M1 5JW

Country

United Kingdom

NUTS code

- UKD - North West (England)

National registration number

02443911

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £201,000

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## **Section V. Award of contract**

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

5 May 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Winning Moves Limited

Ground Floor, Baskerville House, 2 Centenary Square, Broad Street

Birmingham

B1 2ND

Country

United Kingdom

NUTS code



- UK - United Kingdom

National registration number

03069806

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £87,800

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## **Section VI. Complementary information**

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

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

Royal Courts of justice

Strand

London

WC2A 2LL

Country

United Kingdom