

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/020636-2026>

Contract

East Suffolk SZC Destination Brand Positioning Review and Marketing Strategy Development

East Suffolk Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-020636

Procurement identifier (OCID): ocds-h6vhtk-055144 ([view related notices](#))

Published 6 March 2026, 5:20pm

Scope

Reference

2655-RFQ-O

Description

East Suffolk Council invites quotations for services to support the delivery of a strategic marketing and destination branding programme

Lot LOT-0001. Destination Positioning Analysis and Strategic Insight

Description

To review and explore why East Suffolk / Suffolk lags behind comparable destinations in visitor performance, perception, and profile-and to provide strategic insight and recommendations for improving its competitive positioning.

Lot LOT-0003. Suffolk-Wide Strategic Tourism Marketing Plan

Description

Create a 3-5 year Suffolk-wide tourism marketing strategy and action plan, considering existing budgets.

Enable cross-authority collaboration on future campaigns.

Integrate market intelligence and shared objectives on behalf of partners

Lot LOT-0004. Implementation action plan and KPIs

Description

Develop an action plan for improvements aligned with lots 1-3 and council/partner priorities.

Recommend clear KPIs and performance tracking to evaluate the improvements over time.

Contract 1. Destination Positioning Analysis and Strategic Insight , Suffolk-Wide Strategic Tourism Marketing Plan and Implementation action plan and KPIs

Lots

Lot LOT-0001. Destination Positioning Analysis and Strategic Insight

Lot LOT-0003. Suffolk-Wide Strategic Tourism Marketing Plan

Lot LOT-0004. Implementation action plan and KPIs

Supplier

- [Whistlejacket](#)

Contract value

- £37,700 excluding VAT
- £45,240 including VAT

Below the relevant threshold

Date signed

21 October 2025

Contract dates

- 21 October 2025 to 2 April 2026
- 5 months, 13 days

Main procurement category

Services

CPV classifications

- 71620000 - Analysis services

Procedure

Procedure type

Below threshold - open competition

Supplier

Whistlejacket

- Companies House: 09021526

1-45 Durham Street

London

SW11 5QL

United Kingdom

Telephone: 07768465951

Email: richard@whistlejacketlondon.com

Region: UKI34 - Wandsworth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Destination Positioning Analysis and Strategic Insight , Suffolk-Wide Strategic Tourism Marketing Plan and Implementation action plan and KPIs

Contracting authority

East Suffolk Council

- Public Procurement Organisation Number: PLPP-1174-BHLX

East Suffolk House, Station Road, Melton

Woodbridge

IP12 1RT

United Kingdom

Email: procurement@eastsuffolk.gov.uk

Website: <http://www.eastsuffolk.gov.uk>

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government