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Planning

CYP Web Site Design and Promotion

Suffolk County Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-022595

Procurement identifier (OCID): ocds-h6vhtk-04831e

Published 22 July 2024, 9:11am

Section I: Contracting authority

I.1) Name and addresses

Suffolk County Council

Endeavour House, Russell Road

IPSWICH

IP1 2BX

Contact

Neil.Holland@suffolk.gov.uk

Email

procurementbusinesssupport@suffolk.gov.uk

Country

United Kingdom

NUTS code

UKH1 - East Anglia

Internet address(es)

Main address

www.suffolksourcing.uk

I.3) Communication

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

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CYP Web Site Design and Promotion

II.1.2) Main CPV code

- 72413000 - World wide web (www) site design services

II.1.3) Type of contract

Services

II.1.4) Short description

Suffolk County Council's Public Health & Communities aims to commission a digital website to bolster the Healthy Child Service (HCS) digital framework. This initiative seeks to provide comprehensive support for children, young people aged 0-19 (extending to 25 for those with Special Educational Needs and/or Disabilities) and their families across Suffolk. The development of the website will be guided by stakeholder groups, ensuring that design, content and promotional strategies are informed by direct input from Suffolk's young people, families and health professionals. This collaborative approach aims to tailor the website's features to meet the diverse needs of its users effectively. Ownership of the completed website will reside with Public Health and Communities, encompassing all intellectual and property rights. The Provider will develop a digital package that fosters close collaboration across various children and young people's services in Suffolk.

II.1.5) Estimated total value

Value excluding VAT: £180,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKH1 - East Anglia

II.2.4) Description of the procurement

Website Development (6 months): £90,000 • website content development. • branding development • Engaging stakeholders, including health partners and public members, for the purpose of reviewing website design and layout. Website Maintenance & Promotion (12 months): £60,000 • Ongoing website maintenance to address and rectify bugs, further functionality development and update content • Implementation of website promotion strategies throughout the year to counteract periods of reduced uptake Extended Website Maintenance & Promotion (additional 6 months): £30,000 (subject to contract extension) Proposed Contract Start Date: 1st December 2024 We would welcome your input to our Market Engagement Exercise by asking you to complete a provider questionnaire, this will help us further understand the market capabilities.

<https://forms.office.com/e/cYrWGGajHuThe> Questionnaire is the first stage of the Market Engagement exercise and will be followed up with a virtual Teams' event, which will be held on 14th August 2024 from 12:00 – 14:00 Please respond to the questionnaire by 7th August 2024. If you do not wish to complete the questionnaire but wish to attend the Market Engagement event, please book your place by emailing admin.publichealthsuffolk@suffolk.gov.uk This request does not constitute a call for competition to procure any services.

II.3) Estimated date of publication of contract notice

30 August 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