

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/023508-2023>

Tender

## **23 084 Communication and Design Services for Digital Cheshire**

Cheshire East Borough Council

F02: Contract notice

Notice identifier: 2023/S 000-023508

Procurement identifier (OCID): ocids-h6vhtk-03eef1

Published 11 August 2023, 9:12am

### **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

**Region code**

UKD6 - Cheshire

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.the-chest.org.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.the-chest.org.uk/>

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

Body governed by public law

**I.5) Main activity**

General public services

---

**Section II: Object**

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

**II.1.1) Title**

## 23 084 Communication and Design Services for Digital Cheshire

Reference number

DN684218

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

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

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

Services

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

Cheshire East Council (Digital Cheshire) are seeking to contract a service provider for the delivery of demand stimulation and marketing/communications services for the Digital Cheshire: Connecting Cheshire project utilising a creative approach that could be used across a number of applications such as online channels, brochures/flyers/mailings, events and other relevant avenues to engage the target audience.

The creative campaigns developed throughout the project duration should focus on the benefits of upgrading to fibre within a generic business and/or residential context and incorporate continuous improvements to its current website ([www.digitalcheshire.co.uk](http://www.digitalcheshire.co.uk)) and demand stimulation activities.

Due to the nature of broadband delivery, voucher and grant availability and fluidity of a business support programme, some activities will be pre-planned whilst regular account management and client engagement will be critical to ensure reactive campaigns and activities can take place based on the projects' current needs.

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKD6 - Cheshire

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

Cheshire East Council (Digital Cheshire) are seeking to contract a service provider for the delivery of demand stimulation and marketing/communications services for the Digital Cheshire: Connecting Cheshire project utilising a creative approach that could be used across a number of applications such as online channels, brochures/flyers/mailings, events and other relevant avenues to engage the target audience.

The creative campaigns developed throughout the project duration should focus on the benefits of upgrading to fibre within a generic business and/or residential context and incorporate continuous improvements to its current website ([www.digitalcheshire.co.uk](http://www.digitalcheshire.co.uk)) and demand stimulation activities.

Due to the nature of broadband delivery, voucher and grant availability and fluidity of a business support programme, some activities will be pre-planned whilst regular account management and client engagement will be critical to ensure reactive campaigns and activities can take place based on the projects' current needs.

#### **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

30

This contract is subject to renewal

No

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

Variants will be accepted: No

#### **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: No

---

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

Date

11 September 2023

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

11 September 2023

Local time

12:00pm

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Royal Courts of Justice

Strand

London

WC2A 2LL

Country

United Kingdom