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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): ocds-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

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) 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) 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