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Awarded contract

Provide Digital Audit and Action Plan Advice to Micro and SME's Under The 'Go Digital' Programme – Framework Agreement

Norfolk County Council

F03: Contract award notice

Notice reference: 2021/S 000-023920

Published: 27 September 2021, 11:57am

Section I: Contracting authority

I.1) Name and addresses

Norfolk County Council

County Hall, Martineau Lane

Norwich

NR1 1DH

Email

sourcingteam@norfolk.gov.uk

Country

United Kingdom

NUTS code

UKH15 - Norwich and East Norfolk

Internet address(es)

Main address

www.norfolk.gov.uk

Buyer's address

<https://in-tendhost.co.uk/norfolkcc.aspx/Home>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provide Digital Audit and Action Plan Advice to Micro and SME's Under The 'Go Digital' Programme – Framework Agreement

Reference number

NCCT42281

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

Norfolk County Council have established a Framework Agreement for business advisor services to support Norfolk micro and SME's to improve their use of digital technology. We wish to create a pool of advisors who have experience of working across a range of sectors who can provide broad business based support but specifically, detailed digital advice to help micro and SME's to increase their use of digital technology successfully. Whilst this programme will be accessible to micro and SME's in Norfolk, regardless of sector, there will be an increased emphasis on attracting businesses from the Visitor Economy, Care sector and food and drink producers as have been shown to be in particular need of help.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £250,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79411000 - General management consultancy services
- 79411100 - Business development consultancy services
- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKH17 - Breckland and South Norfolk
- UKH16 - North and West Norfolk
- UKH15 - Norwich and East Norfolk

II.2.4) Description of the procurement

This tender was to create a pool of advisors who have experience of working across a range of sectors who can provide broad business based support but specifically, detailed digital advice to help micro and SME's to increase their use of digital technology successfully. Whilst this programme will be accessible to micro and SME's in Norfolk, regardless of

sector, there will be an increased emphasis on attracting businesses from the Visitor Economy, Care sector and food and drink producers as have been shown to be in particular need of help. Because of the diverse nature of businesses we expect to attract to the programme, we require a range of advisors with different digital specialisms so that we can match programme clients with the most relevant expertise. To date 40% of our enquiries are related to digital marketing. Whilst we hope to match all advisors joining the pool with more than one business coming through the programme, we cannot guarantee this and there is no automatic guarantee of work.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 100

Cost criterion - Name: Price / 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: 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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-020107](#)

Section V. Award of contract

Contract No

NCCT42281

Title

Provide Digital Audit and Action Plan Advice to Micro and SME's Under the 'Go Digital' Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

27 September 2021

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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

Number of tenders received from tenderers from non-EU Member States: 17

Number of tenders received by electronic means: 17

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

All About The Message Limited

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

AMS Business Consultants

Ipswich

Country

United Kingdom

NUTS code

- UKH14 - Suffolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Avie Networks Ltd

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Burroughes Business Developments Ltd

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

E-booster Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Engage with Business Ltd

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Kafico Ltd

Brighton

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Kreatif Design Ltd

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Maze Media Ltd

Kings Lynn

Country

United Kingdom

NUTS code

- UKH16 - North and West Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MKR Solutions Ltd

Tiptree

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

New View Marketing

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Quick Fire Digital

Norwich

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Resolve Network Limited

Norwich

Country

United Kingdom

NUTS code

- UKH16 - North and West Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Rewind Creative Ltd

West Midlands

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Stella Gooch Social

Gorleston

Country

United Kingdom

NUTS code

- UKH15 - Norwich and East Norfolk

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Forrester Corporation Limited

Huntingdon

Country

United Kingdom

NUTS code

- UKH12 - Cambridgeshire CC

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Whoop Marketing & Events Ltd

Dereham

Country

United Kingdom

NUTS code

- UKH17 - Breckland and South Norfolk

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Norfolk County Council

Norwich

Country

United Kingdom