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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 identifier: 2021/S 000-023920

Procurement identifier (OCID): ocds-h6vhtk-02d5fa

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](mailto:sourcingteam@norfolk.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH15 - Norwich and East Norfolk

**Internet address(es)**

Main address

[www.norfolk.gov.uk](http://www.norfolk.gov.uk)

Buyer's address

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

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

Regional or local authority

**I.5) Main activity**

General public services

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**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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

Norfolk County Council

Norwich

Country

United Kingdom