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Planning

## **Early Market Engagement for CRM Data Project**

Bristol City Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-027968

Procurement identifier (OCID): ocids-h6vhtk-04974f

Published 2 September 2024, 3:20pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Bristol City Council

City Hall, College Green

Bristol

BS1 5TR

#### **Contact**

Ms Bismah Rahman

#### **Email**

[Bismah.Rahman@bristol.gov.uk](mailto:Bismah.Rahman@bristol.gov.uk)

#### **Telephone**

+44 1179220261

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.bristol.gov.uk/>

Buyer's address

<https://www.bristol.gov.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**

Other activity

IT & Software

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## **Section II: Object**

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

#### **II.1.1) Title**

Early Market Engagement for CRM Data Project

Reference number

DN740754

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

- 48000000 - Software package and information systems
  - AA01 - Metal

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

Supplies

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

Bristol City Council wishes to conduct an early market engagement for CRM data project for family hubs. The aim of the system is to:

- Fully digitalise membership of the Family Hubs and reduce the current manual paper process.
- Have complete clarity on family attendance and engagement.
- Enable us to target families in areas and drive-up membership to key programmes.
- Scale the system as we open more hubs across the city.

The data management system will seek to enable the following outcomes and benefits:

- Be able to ingest incoming data from Commissioned Partners and third parties e.g. voluntary organisations automatically.
- Quality assurance reporting requirements to be satisfied on a quarterly basis.
- Accurate data analysis, trend analysis and impact evaluation will enable informed decision making in modelling future service delivery and understanding impact on

statutory services ensuring best delivery for citizens. This will promote and sustain the model's long-term future.

The onsite visitor management system will seek to enable the following outcomes and benefits:

- Families will have the ability to register and sign up to activities onsite.
- Data collected onsite will be integrated into the wider data management system collated into the data lake facilities, enabling attendance tracking and data intelligence.
- Children's centre staff will be able to spend time engaging with families. Admin staff will be able to focus on improving communications through social media channels and hyper local.

Following an options appraisal and within the constraints of the grant envelope, we are pursuing a tactical solution, and we would like to now move into soft market testing with targeted vendors.

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

This contract is divided into lots: No

#### **II.2) Description**

##### **II.2.2) Additional CPV code(s)**

- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UK - United Kingdom

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

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### **II.3) Estimated date of publication of contract notice**

2 December 2024

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## **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: No

