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Planning

Communications and Marketing Services

Essex County Council

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-030915

Procurement identifier (OCID): ocds-h6vhtk-040d6b

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Section I: Contracting authority

I.1) Name and addresses

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

Contact

Ms Sophie Dunning

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Country

United Kingdom

Region code

UKH3 - Essex

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

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

<https://forms.office.com/e/6jMYTma0Jt>

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

Communications & Marketing

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications and Marketing Services

Reference number

CO0298

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Essex County Council (ECC) are seeking to commence procurement in January 2024 to establish a new Communications and Marketing Framework, to replace the existing Framework which expires in May 2024. Suppliers appointed to the Framework will deliver services to officers across ECC.

It is proposed that the new Framework will have an initial two year term with an option to extend for a further two one year extensions (i.e. 2 years + 1 + 1 year). We are considering dividing the

Framework into the following Lots:

Lot 1A: Design - Digital/Web Design: working to WCAG 2.2 level AA guidelines

Lot 1B: Design - Branding: Identity and Guidelines

Lot 1C: Design - Publications

Lot 1D: Design - Printed materials

Lot 1E: Design - Campaign: concept development

Lot 1F: Design - Artworking

Lot 2: PR Services

Lot 3: Photography

Lot 4: Videography

Lot 5: Media Services

Lot 6: Full Service

This Prior Information Notice (PIN) has been issued to the open market to obtain expressions of interest and invite interested suppliers to participate in an early market engagement exercise. We are requesting that interested suppliers complete a questionnaire via the hyperlink in I.3. of this notice. Responses should be submitted by EOP Friday 3rd November 2023. ECC may organise short follow up calls following review of responses.

II.1.5) Estimated total value

Value excluding VAT: £5,600,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Design (including digital design)

Lot No

1

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers must be skilled and experienced in accessible design, in line with Public Sector Bodies Accessibility Regulations 2018. Suppliers shall be able to provide a full design service, including digital design capabilities across all types of projects. This may include but is not limited to:

- creative direction and management, in line with the brief
- developing design concepts, suitable across all media channels
- executing design solutions, working to existing brand guidance and suitable across all media channels
- developing/producing multi-channel identity/style guides
- typesetting, proofing and pagination
- liaison with printers/print managers
- artworking of design jobs

II.2) Description

II.2.1) Title

PR Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers shall be able to provide a full PR service across a variety of projects. This may include but is not limited to:

- Development and implementation of PR strategies, plans and tactics across a wide range of projects and campaigns. Either as a stand alone piece or in conjunction with other agencies (e.g. media buying) delivering requirements for large scale campaigns
- Message development and definition
- Content creation and distribution strategy (including seeding, syndication, blogging, social networks, video sharing, forums)
- Stakeholder mapping and engagement
- Reputation and crisis communications management
- Workshop planning
- Commission and deliver research that can extend into PR opportunities: conferences, awards, accreditations, speaking opportunities
- Media/Journalist management, particularly with specialist trade media
- PR events/stunts
- Media training of key spokespeople

II.2) Description

II.2.1) Title

Photography

Lot No

3

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79960000 - Photographic and ancillary services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers shall be required to provide photography services to ECC for promotional and marketing purposes both internally and externally including, where appropriate, storyboarding, venue/actor/models sourcing, shooting and editing. This will include but not limited to:

- offering strategic advice and guidance on best approaches;
- creation of storyboards;
- sourcing of venues, locations, props and actors/subjects/models;
- delivering the shoot;
- editing of photos;
- safe storage and sharing of images and data,
- adhering to GDPR guidelines.

II.2) Description

II.2.1) Title

Videography

Lot No

4

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

The following (non-exhaustive) list provides the scope of the Videography LOT that suppliers may be expected to supply all or some of, on behalf of ECC:

- Film production including pre- and post-production stages, storyboarding, venue/actor sourcing, - - Webinars and webcasting
- Live video
- Animation.

Suppliers will be expected to manage all aspects of video production required including provision of a rationale to support recommended approach, suggestions on implementation including channels for dissemination and evaluation of effectiveness to demonstrate achievement of objectives.

II.2) Description

II.2.1) Title

Media Services

Lot No

5

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers will be required to plan, cost and buy media advertising, including (but not limited to):

- Digital – display, social, paid search and audio

- Outdoor and ambient media
- Radio
- Print
- Addressable TV and VOD
- Media partnerships

II.2) Description

II.2.1) Title

Full Service

Lot No

6

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Suppliers will be required to deliver a full suite of communications and marketing services where programmes of work require a range of support. Services shall include (but not be limited to):

- Development of strategy in line with requirements of brief
- Design (including digital design)
- PR Services
- Photography
- Videography

- Media Services
- Account management from project inception to completion
- Optimisation, reporting, evaluation and measurement

II.3) Estimated date of publication of contract notice

3 January 2024

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: Yes

Section VI. Complementary information

VI.3) Additional information

Please note the invitation to tender (ITT) for this project will be carried out via Essex County Council's eSourcing portal, Proactis ProContract. Suppliers will require a registered account to participate in the tender once published. Suppliers are therefore encouraged to register on the portal in good time ahead of the planned ITT publication date in January 2024. Registration is free of charge and gives bidders access to opportunities from several other Local Authority and Public Sector organisations. To register, visit <https://procontract.due-north.com/Register>

The Proactis supplier helpdesk (<https://www.proactis.com/uk/support-login/support/>) can help with registration queries.