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Contract

## **CO0298 Communications and Marketing Framework 2**

Essex County Council

F03: Contract award notice

Notice identifier: 2024/S 000-033638

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

Published 17 October 2024, 4:27pm

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

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

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

#### **Contact**

Ms Sophie Dunning

#### **Email**

[sophie.dunning@essex.gov.uk](mailto:sophie.dunning@essex.gov.uk)

#### **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.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**

CO0298 Communications and Marketing Framework 2

Reference number

DN698696

#### **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 have established a Framework Agreement for Communications and Marketing Services. The Framework has an initial two year term with options to extend in any number of periods not exceeding an extension period of 2 years in total. The

maximum duration of the Framework will not exceed 4 years.

Suppliers appointed to the Framework will deliver services to the communications and marketing team as well as other officers across ECC who may have ad-hoc requirements. The

Framework is divided into nine Lots including:

Lot 1A: Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot 1B: Design - Branding: Identity and Guidelines

Lot 1C: Design – Publications

Lot 1D: Design - Generic materials

Lot 1E: Design - Campaign: concept and application

Lot 2: PR Services

Lot 3: Photography

Lot 4: Videography

Lot 5: Media Services

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

This contract is divided into lots: Yes

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

Value excluding VAT: £6,200,000

## **II.2) Description**

### **II.2.1) Title**

Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

Lot No

1A

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

- 79415200 - Design consultancy 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.

Requirements in this lot will involve but are not limited to:

- the creation and design of digital assets for website and mobile app interfaces, email templates and other digital materials, ensuring a seamless and engaging user experience.
- employing user-centred design principles to create interfaces that are intuitive and visually pleasing, optimizing the user experience.
- the development of designs that are responsive and adapt to various screen sizes and devices.
- creation of interactive elements and animations to enhance the user experience and engagement.
- selection of fonts and colour palettes to reinforce the brand identity and improve readability.
- use and maintenance of expertise in industry-standard design and prototyping software, such as Adobe XD, Sketch, Figma, and relevant tools.
- creation of wireframes, prototypes, and mock ups to illustrate design concepts and interactions.
- collaboration with cross-functional teams, including developers and product managers, to bring design concepts to life.

Suppliers must have an understanding of user experience (UX) and user interface (UI) design

principles and best practices.

Ensures all digital designs adhere to accessibility standards and brand guidelines.  
Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Design - Branding: Identity and Guidelines

Lot No

1B

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- development of brand identity, brand architecture including guidelines, logo, core message.

Involves development of brand propositions, visual elements and associated multi-channel

style guides for services, programmes and partnerships, including but not limited to creation

of identity, colour palette, typography, look and feel.

- desk or secondary research, or interrogation of research provided, to ensure solutions are

in line with the requirements of the brief.

- Ensures all digital designs adhere to accessibility standards and brand guidelines. Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an

extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Design – Publications

Lot No

1C

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- layout of publications, including but not limited to strategy and policy documents and information packs, which will be made available in print or online.
  - typesetting and pagination of designed documents.
  - ensuring all digital designs adhere to accessibility standards and brand guidelines.
- Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Design - Generic materials

Lot No

1D

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- supply of graphic design and art working services for all media channels and formats including but not limited to posters, leaflets, social media assets, stands and event materials.

- ensuring all digital designs adhere to accessibility standards and brand guidelines. Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Design - Campaign: concept and application

Lot No

1E

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

- 79415200 - Design consultancy services

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

NUTS codes

- UKH3 - Essex

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

Requirements in this lot will involve but are not limited to:

- The development of creative propositions, inclusive of relevant desk and secondary research to inform development.
- Production of concepts and communications propositions across all channel options, ideally developing and testing new communications ideas prior to production.
- Development of design concepts includes origination of design approaches which are suitable for the media specified. This would require delivery of a number of creative approaches for consideration by the client, in line with the brief referenced above.
- Creative development packaged for delivery or archive, ensuring accessibility standards are adhered to.
- Development of ideas and core messages including development of a campaign style guide  
to ensure consistency of application.
- Application of a chosen concept to required media assets.
- Ensures all digital designs adhere to accessibility standards and brand guidelines.  
Creates

accessible pdfs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

PR Services

Lot No

2

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

- 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.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Photography

Lot No

3

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

- 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.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

## Videography

Lot No

4

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

- 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.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration of the Framework will not exceed 4 years.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **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
- 92000000 - Recreational, cultural and sporting 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.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

The Framework has the option to extend in any number of periods not exceeding an extension period of 2 years in total, beyond the initial two year term. The maximum duration

of the Framework will not exceed 4 years.

#### **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**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2024/S 000-009398](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

1A

### **Title**

CO0298 Communications and Marketing Framework 2 - Lot 1A: Design - Digital/Web Design: working to Web Content Accessibility Guidance (WCAG) 2.2 level AA guidelines

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 9

Number of tenders received by electronic means: 9

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

#### **V.2.3) Name and address of the contractor**

Touch Graphic Design Ltd T/A Touch Design

2nd Floor, 1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Whatever Design Ltd

94 Brook Street, Erith

Kent

DA8 1JF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ranch Creative Ltd

Office 2, The Reach, 687-693 London Road

Westcliff-On-Sea

SS0 9PA

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Nomensa Ltd

Avalon, Oxford Road

Bournemouth

BH8 8EZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

By Experience Ltd

Guardian House 42 Preston New Road

Blackburn

BB2 6AH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

1B

### **Title**

CO0298 Communications and Marketing Framework 2 - Lot 1B: Design - Branding: Identity and Guidelines

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

Number of tenders received by electronic means: 8

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

#### **V.2.3) Name and address of the contractor**

Balfour Wong

11 Bishop Road

Chelmsford

CM1 1PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Redmoor Health Ltd

Strawberry Fields Business Hub, Euxton Lane

Chorley, Lancashire

PR7 1PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Touch Graphic Design Ltd T/A Touch Design

2nd Floor, 1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Silk Pearce Ltd

Innovation Centre, Knowledge Gateway, Boundary Road

Colchester

CO4 3ZQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Strive Agency Ltd

5-6 Grays Yard, Springfield Road

Chelmsford

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

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**Section V. Award of contract**

**Contract No**

CO0298

**Lot No**

1C

**Title**

CO0298 Communications and Marketing Framework 2 - Lot 1C: Design- Publications

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

20 September 2024

### **V.2.2) Information about tenders**

Number of tenders received: 9

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

### **V.2.3) Name and address of the contractor**

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM11PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

ETC Communications Ltd

4 & 5 The Cedars, Apex 12, Old Ipswich Road

Colchester

CO7 7QR

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Room for Design

Dunedin House, 14 Denshire Court, Baston, Lincolnshire

Baston

PE6 9QL

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG11PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW21BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

1D

### **Title**

Communications and Marketing Framework 2 - Lot 1D: Design- Generic Materials

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 9

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

#### **V.2.3) Name and address of the contractor**

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM111PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

North of England Commissioning Support

John Snow House, Durham University Science Park

Durham

DH1 3YG

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Rubber Duckiee

Suite 202, The Print Rooms, 164-180 Union Street

SE1 OLH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Silk Pearce Limited

Innovation centre, Knowledge Gateway, Boundary Road

Colchester

C043ZQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG11PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW21BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

1E

### **Title**

COO298 Communications and Marketing Framework 2 - Lot 1E: Design- Campaign  
Concept and Applications

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 8

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

#### **V.2.3) Name and address of the contractor**

Balfour Wong Ltd

11 Bishop Road

Chelmsford

CM11PX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Borne Agency Ltd

Augustine Steward House, 14 Tombland

Norwich

NR31HF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Four Agency Worldwide Limited

The Hickman Building, 2 Whitechapel Road

London

E11FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Redmoor Health Solutions

Strawberry Fields Digital Hub

Chorley

PR71PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Touch Graphic Design Ltd

1 Kayes Walk

Nottingham

NG1 1PY

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Whatever Design Ltd

Unit 71 and 73 The Link, 49 Effra Road

Brixton

SW2 1BZ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £162,400

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**Section V. Award of contract**

**Contract No**

CO0298

**Lot No**

2

**Title**

CO0298 Communications and Marketing Framework 2 - Lot 2: PR Services

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

20 September 2024

### **V.2.2) Information about tenders**

Number of tenders received: 6

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

### **V.2.3) Name and address of the contractor**

Big Wave PR Limited

Field House, Bromley Road, Ardleigh Road

Colchester

CO77SG

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Four Agency Worldwide Limited

The Hickman Building, 2 Whitechapel Road

London

E11FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Genesis PR Limited

Franciscan House, Princes Street

Ipswich

IP1 1UR

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Orange PR and Marketing Limited

The Nursery, Layer Marney Tower

Layer Marney

CO59US

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Pier Marketing Limited

Unit 24 Basepoint Business Centre, 70-72 The Havens

Ipswich

IP39BF

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,287,020

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

3

### **Title**

CO0298 Communications and Marketing Framework 2 - Lot 3: Photography

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 6

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

#### **V.2.3) Name and address of the contractor**

Big Wave PR Ltd

Field House, Bromley Road, Ardleigh

Colchester

CO77S

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Marketing Elect Ltd

4 Capricorn Centre, Cranes Farm Road

Basildon

CM33PJ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ranch Creative Ltd

Woods Lodge Studios, Battlesbridge

Battlesbridge

SS117QU

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Mobius Agency Ltd

14 Westerings, Bickenacre

Chelmsford

CM34ND

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £36,540

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

4

### **Title**

COO298 Communications and Marketing Framework 2 - Lot 4: Videography

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 9

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

#### **V.2.3) Name and address of the contractor**

Deadline Communications Ltd

361 Rayleigh Road

Leigh on Sea

SS95PS

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Jellyfielder Studios Ltd

33A St Albans Road

Colchester

CO33JQ

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Main Media Ltd

129 Parkanaur Avenue

Southend on Sea

SS13JD

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Mountain Way Pictures Limited

66 Gloucester Road, Bishopston

Bristol

BS78BH

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Ranch Creative Ltd

Woods Lodge Studios

Battlesbridge

SS117QU

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Mobius Agency Ltd

14 Westerings, Bicknacre

Chelmsford

CM34ND

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,140,860

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## **Section V. Award of contract**

### **Contract No**

CO0298

### **Lot No**

5

### **Title**

COO298 Communications and Marketing Framework 2 - Lot 5: Media Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

20 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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

#### **V.2.3) Name and address of the contractor**

Blue Tiger Marketing Ltd

112B High Street

Maldon

CM95ET

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Four Agency Worldwide Ltd

The Hickman Building, 2 Whitechapel Road

London

E1 1FX

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

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

Total value of the contract/lot: £2,342,620

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Lot 6: Full Service- has not been awarded as the minimum requirements were not satisfied by any bidders.

The total value set out under II 1.7 of this award notice is the maximum total estimated framework value. This includes the maximum two year extension period with an inflation estimate included.

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

**VI.4.1) Review body**

High Court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

High Court, Royal Court of Justice

The Strand

London

WC2A 2LL

Telephone

+44 20794760000

Country

United Kingdom