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Tender

East Suffolk SZC Destination Brand Positioning Review and Marketing Strategy Development

East Suffolk Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocids-h6vhtk-055144

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Scope

Reference

2655-RFQ-O

Description

East Suffolk Council invites quotations for services to support the delivery of a strategic marketing and destination branding programme

Total value (estimated)

- £75,000 excluding VAT

- £90,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 12 August 2025 to 11 December 2025
- 4 months

Main procurement category

Services

CPV classifications

- 71241000 - Feasibility study, advisory service, analysis
- 72221000 - Business analysis consultancy services
- 75125000 - Administrative services related to tourism affairs
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

Lot LOT-0001. Destination Positioning Analysis and Strategic Insight

Description

To review and explore why East Suffolk / Suffolk lags behind comparable destinations in visitor performance, perception, and profile—and to provide strategic insight and recommendations for improving its competitive positioning.

Lot value (estimated)

- £22,500 excluding VAT
- £27,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot LOT-0002. Digital Visitor Journey and Touchpoint Audit

Description

Review digital platforms across East Suffolk.

Identify an improved customer journey and simplify visitor access to information.

Provide a roadmap for digital enhancements across tourism websites and social media.

Lot value (estimated)

- £15,000 excluding VAT
- £18,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot LOT-0003. Suffolk-Wide Strategic Tourism Marketing Plan

Description

Create a 3–5 year Suffolk-wide tourism marketing strategy and action plan, considering existing budgets.

Enable cross-authority collaboration on future campaigns.

Integrate market intelligence and shared objectives on behalf of partners

Lot value (estimated)

- £22,500 excluding VAT
- £27,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Lot LOT-0004. Implementation action plan and KPIs

Description

Develop an action plan for improvements aligned with lots 1-3 and council/partner

priorities.

Recommend clear KPIs and performance tracking to evaluate the improvements over time.

Lot value (estimated)

- £15,000 excluding VAT
- £18,000 including VAT

Same for all lots

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Conditions of participation

Lot LOT-0001. Destination Positioning Analysis and Strategic Insight

Lot LOT-0002. Digital Visitor Journey and Touchpoint Audit

Lot LOT-0003. Suffolk-Wide Strategic Tourism Marketing Plan

Lot LOT-0004. Implementation action plan and KPIs

As stated in tender documents

Submission

Enquiry deadline

4 July 2025, 12:00pm

Tender submission deadline

18 July 2025, 1:00pm

Submission address and any special instructions

Tenders must be submitted through in-tend <https://in-tendhost.co.uk/eastsuffolk.aspx/home>

Tenders may be submitted electronically

Yes

Award criteria

65% Quality(Divided into sub-criteria as in the tender document) , 35% Price for each Lot

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

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

Please register for free on the following link to view the full documentation and express interest once logged in and submit your tender response: <https://in-tendhost.co.uk/eastsuffolk/asp/Home>

Documents are RFQ Document, Draft Contract terms , and Appendices A-C

Contracting authority

East Suffolk Council

- Public Procurement Organisation Number: PLPP-1174-BHLX

East Suffolk House, Station Road, Melton

Woodbridge

IP12 1RT

United Kingdom

Email: procurement@eastsuffolk.gov.uk

Website: <http://www.eastsuffolk.gov.uk>

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government