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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](#)

Notice identifier: 2025/S 000-034198

Procurement identifier (OCID): ocids-h6vhtk-055144

Published 20 June 2025, 6:17pm

### **Changes to notice**

This notice has been edited. The [previous version](#) is still available.

Submission date is 18th July, 2025 by 12noon

### **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.

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## **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.

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**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.

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## **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.

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## **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

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## **Submission**

### **Enquiry deadline**

4 July 2025, 12:00pm

### **Tender submission deadline**

18 July 2025, 12:00pm

### **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

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## **Award criteria**

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

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## Procedure

### Procedure type

Below threshold - open competition

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## Documents

### Associated tender documents

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

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

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## 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](mailto:procurement@eastsuffolk.gov.uk)

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

Region: UKH14 - Suffolk

Organisation type: Public authority - sub-central government