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Contract

Digital Marketing

South West Yorkshire Partnership NHS Foundation Trust

F03: Contract award notice

Notice identifier: 2023/S 000-036713

Procurement identifier (OCID): ocds-h6vhtk-03fcd7

Published 13 December 2023, 5:23pm

Section I: Contracting authority

I.1) Name and addresses

South West Yorkshire Partnership NHS Foundation Trust

Fieldhead, Ouchthorpe Lane

Wakefield

WF1 3SP

Email

james.vickers@swyt.nhs.uk

Country

United Kingdom

NUTS code

UKE - Yorkshire and the Humber

Internet address(es)

Main address

<https://www.southwestyorkshire.nhs.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Marketing

Reference number

T2660

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Yorkshire Smokefree are seeking a provider to develop and manage digital marketing and social media content. This will include:

- Increase client signups across all Yorkshire Smokefree services, ensuring value for money for each sign up per service
- Create multiple campaign strategies to encourage clients across priority groups to self-refer into the service.
- Comprehensive engaging digital strategies which are specifically designed to reach clients

with all demographic areas that Yorkshire Smokefree cover • Providing long term planning documentation for future campaigns and engagement strategies. • Increase engagement levels across all social media platforms capturing all walks of the community with the aim for every post to lead towards conversion. • To create and develop in real time web pages linked to the Yorkshire Smokefree web site platform for each locality including but not restricted to Information bulletins, Clinic's, Success Stories, Special features • Provide

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £90,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - Yorkshire and the Humber

II.2.4) Description of the procurement

Yorkshire Smokefree are seeking a provider to develop and manage digital marketing and social media content. This will include: • Increase client signups across all Yorkshire Smokefree services, ensuring value for money for each sign up per service • Create multiple campaign strategies to encourage clients across priority groups to self-refer into the service. • Comprehensive engaging digital strategies which are specifically designed to reach clients with all demographic areas that Yorkshire Smokefree cover • Providing long term planning documentation for future campaigns and engagement strategies. • Increase engagement levels across all social media platforms capturing all walks of the community with the aim for every post to lead towards conversion. • To create and develop in real time web pages linked to the Yorkshire Smokefree web site platform for each locality including but not restricted to Information bulletins, Clinic's, Success Stories, Special features • Provide social media management expertise to further develop brand awareness and client relationships across different platforms • Expert knowledge of latest developments and innovations in the digital marketing sector • Create and post daily content across varied social media platforms including

dedicated resource for timely responses 7 days per week. • Promote Yorkshire Smokefree using both paid advertising and non-paid advertising methods to enhance brand awareness and contribute to increasing service user engagement levels. • To provide monthly activity reports which should include; engagement levels, paid/non-paid advertising reports, success and improvement measures and future planning broken down in sub categories to be agreed with Yorkshire Smokefree.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

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

Open procedure

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: [2023/S 000-027266](#)

Section V. Award of contract

Contract No

T2660

Title

Provision of Digital Marketing for Yorkshire Smokefree

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 December 2023

V.2.2) Information about tenders

Number of tenders received: 15

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 15

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Chapter 3 Digital Ltd.

Sheffield

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £90,000

Lowest offer: £87,000 / Highest offer: £193,050 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

South West Yorkshire Partnership NHS Foundation Trust

Fieldhead, Ouchthorpe Lane

Wakefield

WF1 3SP

Country

United Kingdom