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Planning

## **Market Engagement Event Living Well Brand Perception & Engagement Review**

City of Bradford Metropolitan District Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049197

Procurement identifier (OCID): ocds-h6vhtk-058912

Published 15 August 2025, 3:00pm

### **Scope**

### **Reference**

CBMC-PTR-182-2025-26

### **Description**

The Bradford District is the fifth largest Metropolitan Local Authority District in England serving a population of over 530,000. It is the youngest district in the UK with nearly a third of the population aged under 20. And it's diverse – ethnic minorities form a third of the population with more than 150 languages spoken within the district. Geographically, the district includes the city of Bradford itself, the large town of Keighley and a number of smaller towns and villages many with their own strong and distinctive identities. Geographically 66% of the district is rural but 80% of people live in urban areas. The local 'system' is going through substantial change (NHSE/ICB changes and the new blueprint, wellbeing board changes, and the Living Well refresh), along with major national shifts in attitudes and focus on prevention (Such as the NHS long term plan, new DeFRA food strategy, new NICE guidance on obesity, new HFSS and stop smoking policies) therefore public health is at a pivotal moment to reflect on our relationships, community standing,

and digital presence. Public health challenges are increasingly complex, requiring multi-sector partnerships, authentic community voice, and digital inclusion. We are conducting a market engagement event and looking to see what is available in the market. The providers will deliver two targeted surveys: • A community-facing survey that is inclusive, accessible, and designed to capture input from people who are digitally excluded, and where required the survey to be translated and supported through outreach methods (e.g. door knocking, local partners). • A professional-facing survey focused on brand clarity, trust, visibility, with an emphasis on understanding how Living Well is seen in the context of wider Public Health and NHS brands.

### **Total value (estimated)**

- £29,994 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 29 September 2025 to 28 January 2026
- 4 months

### **Main procurement category**

Services

### **CPV classifications**

- 79310000 - Market research services
- 79311000 - Survey services
- 79311100 - Survey design services
- 79342310 - Customer survey services

- 85000000 - Health and social work services

## **Contract locations**

- UKE41 - Bradford
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## **Engagement**

### **Engagement deadline**

26 August 2025

### **Engagement process description**

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=97143&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=97143&B=) The Market Engagement Event will be held virtually via Microsoft Teams on the 26th August 2025. Between 2:00pm-3:00pm. Interested providers will need to register and access the YORtender/EU Supply e-tendering platform and send a message via the messaging facility to notify the authority of your intent to attend the event. So those who express an interest through the e-tendering platform will be sent a link to attend the event

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## **Submission**

### **Publication date of tender notice (estimated)**

9 September 2025

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## Contracting authority

### City of Bradford Metropolitan District Council

- Public Procurement Organisation Number: PBWW-4714-TBHN

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Contact name: Donald Onekutu

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Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government