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Planning

Market Engagement Event Living Well Digital Asset Review

City of Bradford Metropolitan District Council

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

Notice identifier: 2025/S 000-049288

Procurement identifier (OCID): ocds-h6vhtk-05894c

Published 15 August 2025, 5:30pm

Scope

Reference

CBMC-PTR-189-2024-25

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. The City of Bradford Metropolitan District Council are conducting a market engagement event and looking to see what is available in the market. The provider will be expected; a) To assess the current state of all Living digital assets — including websites, social media, and newsletters — for usability, accessibility, brand consistency, and user-centred design. b) To provide clear, strategic recommendations for developing a unified, accessible, and user-focused digital communications ecosystem. c) To inform future planning for a cohesive digital presence that supports engagement across diverse and underserved audiences, including those with low health literacy and digital literacy. d) To ensure digital health promotion content is inclusive and effective for reaching underserved communities and supporting behaviour change.

Total value (estimated)

- £24,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 29 September 2025 to 28 January 2026
- 4 months

Main procurement category

Services

CPV classifications

- 72266000 - Software consultancy services
- 79340000 - Advertising and marketing services

Contract locations

- UKE41 - Bradford

Engagement

Engagement deadline

26 August 2025

Engagement process description

https://uk.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=97154&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

Submission

Publication date of tender notice (estimated)

9 September 2025

Contracting authority

City of Bradford Metropolitan District Council

- Public Procurement Organisation Number: PBWW-4714-TBHN

Britannia House, Hall Ings

Bradford

BD1 1HX

United Kingdom

Contact name: Donald Onekutu

Email: donald.onekutu@bradford.gov.uk

Website: <https://www.bradford.gov.uk/>

Region: UKE41 - Bradford

Organisation type: Public authority - sub-central government