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Tender

# RFQ: Marketing of NoTwoPaths - Launch Phase?

**CELTIC SEA POWER LIMITED** 

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-051313

Procurement identifier (OCID): ocds-h6vhtk-0589ff

Published 26 August 2025, 2:45pm

# Changes to notice

This notice has been edited. The <u>previous version</u> is still available.

# Scope

# **Description**

Analysis has shown that there are approximately 7,000 14-19-year-olds currently living in Cornwall. To provide evidence of the projected take up/ usage of the app, we have targeted a minimum of 700 individual users (10% of the target demographic) accessing the site by December 2025.

To support us achieve this aim, we seek a suitably competent consultant to;

Design an age appropriate, digital marketing campaign targeting 14-19 year olds in Cornwall.

Manage the delivery of the campaign, with completion by the end of October 2025.

Design, cost and manage delivery of recommended content, collateral, materials, software, and other third-party costs.

Recommend appropriate social media platforms and or media channels to achieve the requisite penetration within the limits of the budget.

Deliver a post-campaign report highlighting reach, engagement and effectiveness of selected approach plus recommendations for follow-on marketing activities.

Attendance in the Hayle Office, Cornwall for kick off meeting, weekly review meetings, close out meeting. Allow 2 hours for each.

Allow for two additional MS Teams meetings of 1 hour per week

The Total Cost budget is £5,000 excluding VAT. The Total Cost shall include;

Fixed price + Expense Budget.

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

- £5,000 excluding VAT
- £6,000 including VAT

Below the relevant threshold

### Contract dates (estimated)

- 4 September 2025 to 30 October 2025
- 1 month, 27 days

### Main procurement category

Services

#### **CPV** classifications

• 73220000 - Development consultancy services

#### **Contract locations**

• UK - United Kingdom

# **Participation**

# This procurement is reserved for

**UK** suppliers

## **Conditions of participation**

The successful bidder must attend a Kick Off Meeting in person at Celtic Sea Power's Office in Hayle, Cornwall.

# Particular suitability

Small and medium-sized enterprises (SME)

#### **Submission**

#### **Enquiry deadline**

22 August 2025, 12:00pm

#### Tender submission deadline

2 September 2025, 5:00pm

## Submission address and any special instructions

www.celticseapower.co.uk

email to: tenders@celticseapower.co.uk

## Tenders may be submitted electronically

Yes

# **Award criteria**

Each Tender will be checked for completeness and compliance with all requirements of the RFQ. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria. Tender returns will be assessed based on the award criteria listed in the tender documents.

### **Procedure**

# **Procedure type**

Below threshold - open competition

### Special regime

Light touch

#### **Documents**

#### **Associated tender documents**

5308-SRB-070825-RFQ No2Paths Launch Marketing.pdf

Template Consultancy Agreement\_sole trader\_sub 25.docx

Clarifications\_ITT - No Two Paths (1).docx

# **Contracting authority**

### **CELTIC SEA POWER LIMITED**

• Companies House: 10166467

• Public Procurement Organisation Number: PYHH-5632-MHZH

Chi Gallos Hayle Marine Renewables Business Park

Hayle

**TR27 4DD** 

**United Kingdom** 

Contact name: Laura Pearce

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Website: <a href="http://www.celticseapower.co.uk">http://www.celticseapower.co.uk</a>

Region: UKK30 - Cornwall and Isles of Scilly

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales