

Doncaster New Deal for Communities Contract for the Delivery of Social Marketing Research

Doncaster New Deal for Communities (NDC) is looking to commission suitably experienced consultants to deliver social marketing research and related services. Social marketing focuses on achieving specific behavioural goals with specific audiences in relation to different topics relevant to social good (e.g. health, sustainability, recycling, etc).

In the case of Doncaster NDC we wish to

- Reduce the proportion of residents who do no physical activity
- Reduce the proportion of residents who smoke
- Reduce the proportion of working age residents with no qualifications

We wish to commission the development of new communicative approaches to support residents to do more exercise, stop smoking and enrol on accredited courses. It should be noted that we do not view any of these goals as stand alone but pathways towards healthier, happier and more fulfilling lives.

The contract will be delivered in two phases commencing 6th November 2009 with the final report delivered by 30th April 2010.

Organisations with suitably trained and experienced staff and access to necessary resources are invited to submit a tender. If you would like to talk about this further or receive the tender brief, please contact John Wright, Head of Enterprise, on 01302 735769, by e-mail j.wright@doncaster.gov.uk or visit www.doncasterndc.co.uk/latestnews.

Submissions must be returned by 4pm on Friday 23rd October 2009.

**Doncaster NDC will identify a shortlist of organisations to invite to interview on 5th November 2009. For further information please contact: John Wright, Head of Enterprise, Doncaster New Deal for Communities, Highfield House, 9 - 13 Highfield Road, Doncaster, DN1 2LA
Tel: 01302 735769, Email: j.wright@doncaster.gov.uk**