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Tender

PL0093 - Project THRIVE

Essex County Council

F02: Contract notice

Notice identifier: 2025/S 000-001004

Procurement identifier (OCID): ocds-h6vhtk-04b53c

Published 13 January 2025, 12:04pm

Section I: Contracting authority

I.1) Name and addresses

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

Contact

Mr Ryan Morley

Email

ryan.morley@essex.gov.uk

Country

United Kingdom

Region code

UKH3 - Essex

Internet address(es)

Main address

<https://www.essex.gov.uk/>

Buyer's address

<https://www.essex.gov.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Login>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Login>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

PL0093 - Project THRIVE

Reference number

DN751265

II.1.2) Main CPV code

- 60112000 - Public road transport services

II.1.3) Type of contract

Services

II.1.4) Short description

Project THRIVE - A research project that will investigate and evaluate a range of initiatives which aim to grow patronage on bus services.

Essex County Council (ECC) has been allocated £4.9m in 2023/24 and £4.9m in 2024/25 from Department for Transport (DfT) Bus Service Improvement Plan Plus (BSIP+) funding, this BSIP+ funding will be used to support a range of initiatives that were set out in the Essex Bus Service Improvement Plan.

The Thrive research project was originally set out in the Essex County Council Bus Service Improvement Plan 2021-2026 which was published in 2021. The aim of the Thrive research project is to explore what targeted measures may drive growth in market town bus services. This data led project will test a range of initiatives and assess which has the greatest impact on driving passenger growth.

ECC must ensure that all funding conditions under the BSIP+ Funding agreement are complied with - As defined in the BSIP Memorandum of Understanding (MoU) :

3.2 The Authority may use the funding to target it on the actions that they – and local operators through their Enhanced Partnership (where relevant) – believe will deliver the best overall outcomes in growing long term patronage, revenues and thus maintaining service levels, whilst maintaining essential social and economic connectivity for local communities. In some places that may involve ensuring existing connections are maintained (either by conventional services or DRT). Elsewhere it might be achieved through increasing the frequency on key corridors or the operating hours of some services whilst reducing others; or reducing fares or introducing new local concessions to open up new markets and revenue.

3.3 The funding must be spent on bus measures.

3.6 The funding should not be used to support generic marketing or advertising costs that are not directly related to specific improvements (such as a fares change, or new services).

ECC intend to utilise a minimal SSQ which will assess Potential Supplier Information and Exclusion Grounds.

Please Note - Due to the nature of the funding we are unable to provide an estimate of the value per Lot.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Route Specific Marketing

Lot No

1

II.2.2) Additional CPV code(s)

- 60112000 - Public road transport services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Lot 1 - Route Specific Marketing

Targeted, route specific traditional marketing campaign, including route specific advertising, leaflet dropping and involvement of local councils to assist promotion (e.g. assist with promotion at transport hubs, tourist centres, etc).

II.2.5) Award criteria

Quality criterion - Name: ITT Technical / Quality / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 50

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Digital Only Promotion

Lot No

2

II.2.2) Additional CPV code(s)

- 60112000 - Public road transport services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Lot 2 - Digital Only Promotion

Digital and social media only promotion / marketing

II.2.5) Award criteria

Quality criterion - Name: ITT Technical / Quality / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 50

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Better Information

Lot No

3

II.2.2) Additional CPV code(s)

- 60112000 - Public road transport services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Lot 3 - Better Information

Better information at every bus stop , through parishes, bus user groups, businesses, schools, clubs and communities.

II.2.5) Award criteria

Quality criterion - Name: ITT Technical / Quality / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 50

II.2.7) Duration of the contract, framework agreement or dynamic purchasing

system

Duration in months

24

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Increased Frequency

Lot No

4

II.2.2) Additional CPV code(s)

- 60112000 - Public road transport services

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Lot 4 - Increased Frequency

Such as running the service every 30 minutes instead of hourly.

II.2.5) Award criteria

Quality criterion - Name: ITT Technical / Quality / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 50

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As detailed within the tender documents.

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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: [2024/S 000-036313](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

7 February 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

7 February 2025

Local time

12:00pm

Place

Electronically via the system functionality within the Council's e-tendering system, ProContract

Information about authorised persons and opening procedure

Electronic process - The commercial officer will conduct the opening process via the functionality within the Council's e-sourcing portal, ProContract. No postal responses or any submissions which are issued outside the electronic portal will be accepted.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Royal Courts of Justice, The Strand

London

WC2A 2LL

Country

United Kingdom