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Tender

## **Transport for Cornwall Marketing, Information and Engagement Support**

Cornwall Council

F02: Contract notice

Notice identifier: 2023/S 000-010783

Procurement identifier (OCID): ocids-h6vhtk-03bebf

Published 14 April 2023, 12:25pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cornwall Council

County Hall, Treyew Road

Truro

TR1 3AY

#### **Contact**

Miss Tamsyn Willcocks

#### **Email**

[tamsyn.willcocks@cornwall.gov.uk](mailto:tamsyn.willcocks@cornwall.gov.uk)

#### **Telephone**

+44 1872322562

#### **Country**

United Kingdom

**Region code**

UKK3 - Cornwall and Isles of Scilly

**Internet address(es)**

Main address

<http://www.cornwall.gov.uk>

Buyer's address

<http://www.cornwall.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/Advert/Index?advertId=8d46a083-afda-ed11-8121-005056b64545>

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/Advert/Index?advertId=8d46a083-afda-ed11-8121-005056b64545>

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Transport for Cornwall Marketing, Information and Engagement Support

Reference number

DN664569

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Transport for Cornwall (TfC) is a partnership of public transport providers operating in Cornwall and Cornwall Council. The aim of the partnership is wide ranging, and a formalised Enhanced Partnership is now in place . Enhanced Partnership and Bus Service Improvement Plan - Cornwall Council

The partnership requires more resource to help drive forward our plans around branding, marketing, communications, information provision and behaviour change. We need to develop the right content and approach to appeal to the residents and visitors of Cornwall to reach new markets and drive modal shift to buses as part of our ambitious plans for bus across the Duchy. In addition to this a 4 year, £23.5m low fares pilot was introduced aiming to reduce bus fares in Cornwall. The pilot commenced in April 2022 and ends on 31st March 2026. We are the only authority in the country to introduce this scheme which aims to understand the impact of low fares on patronage.

The resource required for Transport for Cornwall needs to bring all parties together, drive change and deliver key outcomes to raise awareness of bus as a choice for some journeys and encourage more people to use buses so that patronage/revenue can be increased year on year. Together with the winning bidder, we are hoping to create a Marketing, Engagement and Communication (MEC) to provide leadership and direction to the Council and bus operators as well as co-ordinate and work alongside the partners, recognising and constantly promoting the value of working together, (rather than silo working at individual company level), with the customer at the heart of everything that is done.

A strong understating of “Transport for Cornwall” is essential. This includes understanding the challenges that the Bus industry is facing that are preventing growth, and also, that Cornwall bus network is quite unique; we have a mix of commercial routes and routes that require subsidy from the Council to be financially viable and continue to support connectivity in a rural / coastal landscape. In addition, services such as Truro Park & Ride are still recovering from the pandemic. The winning bidder will need to demonstrate a true understanding and passion for public transport in Cornwall. Understanding that in an area such as Cornwall, public transport essential to keep communities connected, reduce isolation and promote health and wellbeing benefits. It is essential that the winning Supplier grasps how different routes require a different approach in marketing, communication and community engagement, to support usage growth, protect the services and generate growth.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,800,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKK3 - Cornwall and Isles of Scilly

#### **II.2.4) Description of the procurement**

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#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

3 July 2023

End date

2 July 2025

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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **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: No

### **IV.2) Administrative information**

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

Date

5 May 2023

Local time

12:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

5 May 2023

Local time

12:00pm

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## **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**

Cornwall Council

Truro

Country

United Kingdom