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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

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

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

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

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

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