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Tender

Contract for Northumbria Safer Roads Initiative Road Respect Promotional Campaigns and Events

GATESHEAD COUNCIL

F02: Contract notice

Notice identifier: 2021/S 000-016508

Procurement identifier (OCID): ocids-h6vhtk-02c7ee

Published 14 July 2021, 2:49pm

Section I: Contracting authority

I.1) Name and addresses

GATESHEAD COUNCIL

Regent Street

Gateshead

NE81HH

Contact

Janice Lynn or Ruth Carr

Email

janicelynn@gateshead.gov.uk

Telephone

+44 1914335959

Country

United Kingdom

NUTS code

UKC2 - Northumberland and Tyne and Wear

Internet address(es)

Main address

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

Buyer's address

<http://www.nepo.org>

I.3) Communication

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

<http://www.nepo.org>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Contract for Northumbria Safer Roads Initiative Road Respect Promotional Campaigns and Events

Reference number

DN552429

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Northumbria Safer Roads Initiative (NSRI) is a partnership between Northumbria Police Force and local authorities in that area (Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland councils). The aims of the partnership are to reduce road deaths and serious injuries and to reduce road related anti-social behaviour.

The Council is seeking to appoint an appropriately qualified and experienced contractor to prepare and carry out a programme of promotional campaigns and events work on an annual basis. The annual programme of work will be developed and carried out under the supervision of the NSRI Working Group.

The overall emphasis will be on changing driving behaviour through Road Respect and related concepts and materials. Campaigns may be targeted at particular groups, for example:

- Children as cyclists, pedestrians and passengers;
- Adult Pedestrians;
- Fleet Drivers;
- Young Drivers;
- Business Drivers/Riders.

Or specific kinds of behaviour, such as:

- Seat belts;
- Mobile phones and distractions;

- Drink/drug driving;
- Speeding.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKC2 - Northumberland and Tyne and Wear

II.2.4) Description of the procurement

The Northumbria Safer Roads Initiative (NSRI) is a partnership between Northumbria Police Force and local authorities in that area (Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland councils). The aims of the partnership are to reduce road deaths and serious injuries and to reduce road related anti-social behaviour.

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- Fleet Drivers;
- Young Drivers;

- Business Drivers/Riders.

Or specific kinds of behaviour, such as:

- Seat belts;
- Mobile phones and distractions;
- Drink/drug driving;
- Speeding.

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

Duration in months

36

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: Yes

Description of options

Option to extend for a further 2 x 12 month periods

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 stated in tender documentation

III.1.3) Technical and professional ability

Minimum level(s) of standards possibly required

As stated in tender documentation

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

Date

18 August 2021

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

18 August 2021

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.3) Additional information

This process is being managed electronically through the Councils e-tendering system. Tender documentation is only available through the e-tendering system and bids must only be submitted using this system.

To register interest in this contract and to obtain the relevant documents please go to www.nepo.org

The contract reference number is DN552429

If you require assistance with the website or registration process please contact the System Support Team on 0330 0050352. or ProContractSuppliers@proactis.com

VI.4) Procedures for review

VI.4.1) Review body

Gateshead Council

Civic Centre, Regent Terrace

Gateshead

NE8 1HH

Telephone

+44 1914333000

Country

United Kingdom

Internet address

www.gateshead.gov.uk