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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): ocds-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](mailto:janicelynn@gateshead.gov.uk)

#### **Telephone**

+44 1914335959

**Country**

United Kingdom

**NUTS code**

UKC2 - Northumberland and Tyne and Wear

**Internet address(es)**

Main address

[www.gateshead.gov.uk](http://www.gateshead.gov.uk)

Buyer's address

[www.nepo.org](http://www.nepo.org)

**I.3) Communication**

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

[www.nepo.org](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

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## **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;
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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

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## **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

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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: 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

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## **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](http://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](mailto: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](http://www.gateshead.gov.uk)