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Tender

Just Don't Campaign

The Police and Crime Commissioner for Humberside

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-018010

Procurement identifier (OCID): ocids-h6vhtk-050a37

Published 30 April 2025, 1:43pm

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Scope

Reference

LC/JD/09042025

Description

The Office of the Police and Crime Commissioner is seeking a provider to work with us to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement, this will broadly require:

A detailed campaign plan spanning a two-year period, that takes into account the four local authority areas in Humberside and their differing communities and needs and listening to feedback from IAGs and practitioners.

Rebranding of existing 1 minute video and social media assets for use online and digital assets for use on digital screens and billboards

- Adaptation of assets for use on buses and bin lorries
- Distribution and development of posters, beer mats and other printed materials for use in various settings including gyms, entertainment venues and shops
- Development and delivery of a Humber wide radio campaign
- Support to design a campaign specific web page with a call to action and pathways of support for men and boys, to be hosted on existing OPCC and VPP websites

Total value (estimated)

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 July 2025 to 30 June 2027
- 2 years

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UKE - Yorkshire and the Humber

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

20 May 2025, 12:00pm

Tender submission deadline

27 May 2025, 12:00pm

Submission address and any special instructions

Please submit tenders via e-mail to:

leigh.collins@humberside.police.uk

Tenders may be submitted electronically

No

Award criteria

1. Price 20%
2. Quality 70%
3. Social value 10%

Price will be evaluated on the overall cost for all services as detailed above to establish the cheapest overall cost. The lowest overall cost will be awarded 20% and all subsequent bids will receive a proportion based on the lowest overall submission (cheapest bid received divided by the bid being evaluated multiplied by 20%).

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[20250430_ITT_JustDont_Tender.docx](#)

Please read the document, respond to the questions and submit the application to:

leigh.collins@humberside.police.uk

Please note timescales

[ITT Form of Contract v9-00.docx](#)

Contract template

Contracting authority

The Police and Crime Commissioner for Humberside

- Public Procurement Organisation Number: PWLD-8931-TXBR

The Lawns, Harland Way

Cottingham

HU16 5SN

United Kingdom

Email: PCCFunding@humberside.police.uk

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government