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Opportunity

## **Medway Challenge Campaign**

Medway Council

F02: Contract notice

Notice reference: 2021/S 000-019455

Published: 11 August 2021, 12:40pm

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

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

Medway Council

Medway Council

Medway

ME4 4TR

#### **Contact**

Mr Robert Goodhew

#### **Email**

[robert.goodhew@medway.gov.uk](mailto:robert.goodhew@medway.gov.uk)

#### **Telephone**

+44 1104

#### **Country**

United Kingdom

**NUTS code**

UKJ41 - Medway

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

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

[www.kentbusinessportal.co.uk](http://www.kentbusinessportal.co.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.kentbusinessportal.co.uk](http://www.kentbusinessportal.co.uk)

**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

Medway Challenge Campaign

Reference number

DN562391

#### II.1.2) Main CPV code

- 85100000 - Health services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Medway Council is looking to seek tenders from a suitably skilled provider to develop a high profile and high impact campaign that has a working title of the Medway Challenge.

Tackling obesity is a strategic priority for Medway Council and the Medway Health and Wellbeing Board, however Medway currently has the highest adult overweight and obesity rate in the South East

<https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/3/qid/1000042/ati/402/iid/93088/age/168/sex/4/cid/4/tbm/1/page-options/car-do-0>

The evidence base suggests that a combination of the following actions will support residents to achieve and maintain a healthy weight

- Advocates and leaders that champion the healthy weight agenda
- Outdoor environment that promotes walking, cycling and active travel
- Healthy weight is a high priority in the building and design process
- Safe, accessible and well used greenspaces, parks and play areas
- Affordable healthy food retailers and accessible free drinking water available

- Fewer low cost unhealthy food and drink options advertised and on sale
- Residents with the skills and confidence to cook and grow healthy foods
- Healthy and active education settings and workplaces
- Affordable and diverse range of community exercise and sports clubs
- Front line professionals raising the conversation and making referrals
- Effective weight management support services for all ages
- An environment that normalises breastfeeding
- Effective breastfeeding support and Baby Friendly Accredited services
- Healthy weight opportunities in all policies, strategies and action plans
- Campaigns that motivate residents to start and maintain a healthy lifestyle

It is this campaign level, that the Medway Challenge seeks to operate, in order to positively affect many of the other priority actions. There are existing healthy weight campaigns and marketing projects which promote individual services and key messages, however we are seeking to develop a prominent campaign in the form of a challenge, to a wide range of people and organisations.

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

Value excluding VAT: £200,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 85100000 - Health services

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

NUTS codes

- UKJ41 - Medway

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

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Duration in months

15

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 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

13 September 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

13 September 2021

Local time

12:30pm

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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**

Medway Council

Chatham

Country

United Kingdom