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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 000-020931

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

Published 13 May 2025, 3:41pm

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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

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## **Participation**

### **Particular suitability**

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

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## **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](mailto:leigh.collins@humberside.police.uk)

**Tenders may be submitted electronically**

No

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## **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%).

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Documents**

### **Associated tender documents**

[20250430\\_ITT\\_JustDont\\_Tender.docx](#)

Please read document, respond to questions and submit response via e-mail to:

[leigh.collins@humberside.police.uk](mailto:leigh.collins@humberside.police.uk)

[Template\\_ITT Form of Contract.docx](#)

Terms and conditions

[Clarification Questions and Responses.docx](#)

Updated clarification questions 13/05/2025

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## **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](mailto:PCCFunding@humberside.police.uk)

Region: UKE12 - East Riding of Yorkshire

Organisation type: Public authority - sub-central government