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Tender

## **Design, Delivery and Evaluation of a Behavioural Marketing and Communications Campaign**

West Midlands Combined Authority

F02: Contract notice

Notice identifier: 2022/S 000-022494

Procurement identifier (OCID): ocids-h6vhtk-035e8b

Published 15 August 2022, 4:56pm

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

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

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

#### **Contact**

Jessica Brydon

#### **Email**

[Jessica.Brydon@wmca.org.uk](mailto:Jessica.Brydon@wmca.org.uk)

#### **Telephone**

+44 3453036760

#### **Country**

United Kingdom

**NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

<https://www.wmca.org.uk/>

Buyer's address

<https://wmca.bravosolution.co.uk/web/login.html>

**I.3) Communication**

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

<https://wmca.bravosolution.co.uk/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://wmca.bravosolution.co.uk/web/login.html>

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**

Design, Delivery and Evaluation of a Behavioural Marketing and Communications Campaign

Reference number

04147-2022

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The services relating to this procurement are for the design, delivery and evaluation of a behavioural marketing and communications campaign for West Midlands Combined Authority to support “Multiply”, the government’s new £560 million adult numeracy programme offering national and local support for people to gain or improve their numeracy skills.

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

Value excluding VAT: £520,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKG - West Midlands (England)

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

The services relating to this procurement are for the design, delivery and evaluation of a behavioural marketing and communications campaign for West Midlands Combined Authority to support “Multiply”, the government’s new £560 million adult numeracy programme offering national and local support for people to gain or improve their numeracy skills.

WMCA are looking to commission a supplier or partnership of suppliers, with direct-to-consumer experience and a strong track record of delivering high quality impact evaluations. The supplier(s) will design and deliver:

- a behavioural marketing and communications campaign that engages adults across the WMCA area in improving their numeracy skills
- resources and coordinated support for training providers and other stakeholders involved in Multiply
- A robust evaluation that evidences ‘what works’ in engaging adults in improving their numeracy skills, in order to inform future programmes and policy.

The contract will begin in October 2022 and end in March 2025, and will require the contact(s) to:

- Extract key audience insights and build actionable personas from data and research.
- Develop and deliver a behaviourally-led campaign to engaging adults in activities that develop their maths skills.
- Create a suite of marketing and engagement collateral, for use by the CA and its partners, to achieve this strategy.
- Deploy those assets to maximum effect through a well targeted media strategy.
- Proactively work with and support a range of training providers and other stakeholders involved in Multiply to deliver messages and assets
- Robustly evaluate the impact and effectiveness of the campaign – providing interim evaluation reports in March 23 and March 24, and a final evaluation report in March 25 – to shape the ongoing campaign and inform future programmes and policy.

#### **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**

End date

31 March 2025

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 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 the procurement documents

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As stated in the procurement documents

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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

15 September 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

15 September 2022

Local time

12:00pm

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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**

High Court of England and Wales

London

WC1A 2LL

Country

United Kingdom