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Contract

## **Transport for Cornwall Marketing, Information and Engagement Support**

Cornwall Council

F03: Contract award notice

Notice identifier: 2023/S 000-023555

Procurement identifier (OCID): ocds-h6vhtk-03bebf

Published 11 August 2023, 12:07pm

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

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

Cornwall Council

County Hall, Treyew Road

Truro

TR1 3AY

#### **Contact**

Miss Tamsyn Willcocks

#### **Email**

[tamsyn.willcocks@cornwall.gov.uk](mailto:tamsyn.willcocks@cornwall.gov.uk)

#### **Telephone**

+44 1872322562

#### **Country**

United Kingdom

**Region code**

UKK3 - Cornwall and Isles of Scilly

**Internet address(es)**

Main address

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

Buyer's address

<http://www.cornwall.gov.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**

Transport for Cornwall Marketing, Information and Engagement Support

Reference number

DN664569

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

- 79340000 - Advertising and marketing services

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

Services

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

Transport for Cornwall is a partnership of public transport providers operating in Cornwall. The aim of the partnership is wide ranging and a formalised Enhanced Partnership is now in place. The partnership requires more resource to help drive forward our plans around branding, marketing, communications, information provision and behaviour change. We need to develop the right content and approach to appeal to the residents and visitors of Cornwall to reach new markets and drive modal shift to buses as part of our ambitious plans across the Duchy. In addition to this a 4 year, 23.5m low fares pilot was introduced aiming to reduce bus fares in Cornwall. The pilot commenced in April 2022 and ends on 31st March 2026. We are the only authority in the country to introduce this scheme which aims to understand the impact of low fares on patronage. The resource required for Transport for Cornwall needs to bring all parties together, drive change and deliver key outcomes to raise awareness of bus as a choice for some journeys and encourage more people to use buses so that patronage/revenue can be increased year on year. Together with the winning bidder, we are hoping to create a Marketing, Engagement and Communication (MEC) to provide leadership and direction to the Council and bus operators as well as co-ordinate and work alongside the partners, recognising and constantly promoting the value of working together, (rather than silo working at individual company level), with the customer at the heart of everything that is done.

A strong understanding of Transport for Cornwall is essential. This includes understanding the challenges that the Bus industry is facing that are preventing growth, and also, that Cornwall bus network is quite unique. We have a mix of commercial routes and routes that require subsidy from the Council to be financially viable and continue to support

connectivity in a rural coastal landscape. In addition, services such as Truro Park & Ride are still recovering from the pandemic. The winning bidder will need to demonstrate a true understanding and passion for public transport in Cornwall. Understanding that in an area such as Cornwall, public transport essential to keep communities connected, reduce isolation and promote health and wellbeing benefits. It is essential that the winning Supplier grasps how different routes require a different approach in marketing, communication and community engagement, to support usage growth, protect the services and generate growth.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £2,800,000

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

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

NUTS codes

- UKK3 - Cornwall and Isles of Scilly

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

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

Quality criterion - Name: social value / Weighting: 15

Quality criterion - Name: quality / Weighting: 70

Price - Weighting: 15

#### **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: No

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-010783](#)

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## Section V. Award of contract

### Contract No

DN664569

### Lot No

1

### Title

Transport for Cornwall Marketing, Information and Engagement Support

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

12 June 2023

#### V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Integrated Transport Planning Ltd (ITP)

Nottingham

Country

United Kingdom

NUTS code

- UKK3 - Cornwall and Isles of Scilly

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £2,800,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Cornwall Council

Truro

Country

United Kingdom