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Contract

Air Quality Behaviour Change Programme

West Midlands Combined Authority

F03: Contract award notice

Notice identifier: 2023/S 000-032580

Procurement identifier (OCID): ocds-h6vhtk-03d0d1

Published 3 November 2023, 12:16pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

Email

william.pemberton@wmca.org.uk

Telephone

+44 3453036760

Country

United Kingdom

Region code

UKG - West Midlands (England)

Internet address(es)

Main address

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Air Quality Behaviour Change Programme

II.1.2) Main CPV code

- 90731100 - Air quality management

II.1.3) Type of contract

Services

II.1.4) Short description

The WMCA requires consultancy support to deliver the behaviour change campaigns in the local community which includes the design, implementation and evaluation of 7 air quality behaviour change campaigns within each constituent local authority.

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: £348,668.41

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

We have committed to running 7 behaviour change campaigns (one in each of our constituent local authorities) focused on reducing exposure to PM2.5 pollution. The DEFRA grant application made a commitment of initially working with a minimum of 350 people (50 in each location) through these projects.

Campaigns should be designed to be replicable for regional stakeholders to adopt once the formal project funding ends. Possible campaigns could include, but should not be limited to;

Improving understanding of indoor air quality which could include interventions on solid wood burning, bonfires, home ventilation and pollution sources as well as the health impacts.

Anti-idling campaigns

Exposure reduction campaigns using trusted messengers through NHS, Faith leaders or community groups.

Awareness raising of smoke control areas and what these mean

Trial of Low Traffic Neighbourhoods

Given that there is an opportunity to vary campaigns in priority and theme across the WMCA area, we would also expect to be able to trial different types of intervention. These could include, but would not be limited to:

Policy trials

Data capture

Different engagement approaches

Practical solutions

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Quality criterion - Name: Commercial (Price) / Weighting: 20

Price - Weighting: 100

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-015483](#)

Section V. Award of contract

Contract No

04876-2023

Title

Air Quality Behaviour Change Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 July 2023

V.2.2) Information about tenders

Number of tenders received: 13

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

V.2.3) Name and address of the contractor

WSP UK Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

01383511

The contractor is an SME

No

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

Total value of the contract/lot: £348,668.41

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom