

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/032580-2023>

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](mailto: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