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Tender

SC22166 - Road Safety – Crown Commercial Services Framework

Kent County Council

F02: Contract notice

Notice identifier: 2022/S 000-034657

Procurement identifier (OCID): ocids-h6vhtk-038b7c

Published 7 December 2022, 3:17pm

Section I: Contracting authority

I.1) Name and addresses

Kent County Council

Sessions House

Maidstone

ME14 1XQ

Contact

Mr Cameron Croucher

Email

Cameron.Croucher@kent.gov.uk

Telephone

+44 3000411901

Country

United Kingdom

Region code

UKJ4 - Kent

Internet address(es)

Main address

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

Buyer's address

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

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

www.kentbusinessportal.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.kentbusinessportal.co.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

SC22166 - Road Safety – Crown Commercial Services Framework

Reference number

DN644983

II.1.2) Main CPV code

- 60000000 - Transport services (excl. Waste transport)

II.1.3) Type of contract

Services

II.1.4) Short description

The campaigns focus on creating awareness of improved behaviour across all road users and on using behavioural change techniques and informative education to deliver key messages to road users. We use mass messaging techniques countywide but can also be specific to area or district. These messages communicate effectively across a wide area within a short timescale, ensuring there is consistency and enabling local education or training activity to benefit from the credibility of association with a bigger message. The campaigns are an annual programme that coincide with the National Policing Calendar, consequently our campaigns run alongside the issues the police are enforcing. An annual campaign calendar also ensures that we work collaboratively with our partner agencies on the same issues at the same time, ensuring consistent messaging across the county. Having a programme of campaigns throughout the year gives us the opportunity to continuously target specific road users and their behaviours. We are able, across the year, to target specific areas that occur highly in the crash stats and can not only target online audiences but also within town centres, radio, TV and pubs.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 34000000 - Transport equipment and auxiliary products to transportation

II.2.3) Place of performance

NUTS codes

- UKJ4 - Kent

II.2.4) Description of the procurement

All of our campaign creative has been developed, our requirement for this procurement exercise is for media buying, exclusively; if we require further development of creative, this would fall outside of this framework and procurement regulations apply. Most campaigns, dependent on the total cost of the campaign, undertake a pre and post and often midterm research exercise with a market research company; this helps us to understand where the campaigns are being well received and if the public are reacting in a positive way and their behaviours have changed. It is particularly reassuring when public behaviours and opinions have clearly changed, but if they have not, it can give us a clear indication of where we still need to campaign and increase our messaging.

II.2.5) Award criteria

Price

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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

8 December 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Kent County Council

Sessions House

Maidstone

ME15 8EJ

Country

United Kingdom