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Contract

## **SC22166 - Road Safety – Crown Commercial Services Framework**

Kent County Council

F03: Contract award notice

Notice identifier: 2022/S 000-034891

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

Published 9 December 2022, 10:49am

### **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](mailto: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.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**

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

Lowest offer: £150,000 / Highest offer: £400,000 taken into consideration

## **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.2.11) 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**

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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-034657](#)

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## **Section V. Award of contract**

### **Contract No**

SC22166

### **Lot No**

1

### **Title**

SC22166 - Road Safety – Crown Commercial Services Framework

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

26 September 2022

### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

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

Manning Gottlieb OMD

90-100 Southwark Street

London

SE1 0SW

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

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

Lowest offer: £150,000 / Highest offer: £400,000 taken into consideration

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## **Section VI. Complementary information**

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

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

Kent County Council

Sessions House

Maidstone

ME14 1XQ

Country

United Kingdom