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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): ocids-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

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

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

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](#)

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

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