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Planning

## **PL0093 - Project THRIVE**

Essex County Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-036313

Procurement identifier (OCID): ocds-h6vhtk-04b53c

Published 8 November 2024, 3:58pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

#### **Contact**

Mr Ryan Morley

#### **Email**

[ryan.morley@essex.gov.uk](mailto:ryan.morley@essex.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKH3 - Essex

**Internet address(es)**

Main address

<https://www.essex.gov.uk/>

Buyer's address

<https://www.essex.gov.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Other activity

Passenger Transport

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

PL0093 - Project THRIVE

**II.1.2) Main CPV code**

- 60112000 - Public road transport services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Project THRIVE - A research project that will investigate and evaluate a range of initiatives which aim to grow patronage on bus services.

Essex County Council (ECC) has been allocated £4.9m in 2023/24 and £4.9m in 2024/25 from Department for Transport (DfT) Bus Service Improvement Plan Plus (BSIP+) funding, this BSIP+ funding will be used to support a range of initiatives that were set out in the Essex Bus Service Improvement Plan.

The Thrive research project was originally set out in the Essex County Council Bus Service Improvement Plan 2021-2026 which was published in 2021. The aim of the Thrive research project is to explore what targeted measures may drive growth in market town bus services. This data led project will test a range of initiatives and assess which has the greatest impact on driving passenger growth.

ECC must ensure that all funding conditions under the BSIP+ Funding agreement are complied with - As defined in the BSIP Memorandum of Understanding (MoU) :

3.2 The Authority may use the funding to target it on the actions that they – and local operators through their Enhanced Partnership (where relevant) – believe will deliver the best overall outcomes in growing long term patronage, revenues and thus maintaining service levels, whilst maintaining essential social and economic connectivity for local communities. In some places that may involve ensuring existing connections are maintained (either by conventional services or DRT). Elsewhere it might be achieved through increasing the frequency on key corridors or the operating hours of some services whilst reducing others; or reducing fares or introducing new local concessions to open up new markets and revenue.

3.3 The funding must be spent on bus measures.

3.6 The funding should not be used to support generic marketing or advertising costs that are not directly related to specific improvements (such as a fares change, or new services).

ECC intend to utilise a minimal SSQ which will assess Potential Supplier Information and Exclusion Grounds.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

#### **II.2) Description**

##### **II.2.1) Title**

## Route Specific Marketing

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 60112000 - Public road transport services

### **II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

### **II.2.4) Description of the procurement**

Lot 1 - Route Specific Marketing

Targeted, route specific traditional marketing campaign, including route specific advertising, leaflet dropping and involvement of local councils to assist promotion (e.g. assist with promotion at transport hubs, tourist centres, etc).

Background to Lot:

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## **II.2) Description**

### **II.2.1) Title**

Digital Only Promotion

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 60112000 - Public road transport services

### **II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

### **II.2.4) Description of the procurement**

Lot 2 - Digital Only Promotion

Digital and social media only promotion / marketing

Background to Lot:

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initiatives which aim to grow patronage on bus services.

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## **II.2) Description**

### **II.2.1) Title**

Better Information

Lot No

3

## **II.2.2) Additional CPV code(s)**

- 60112000 - Public road transport services

## **II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

## **II.2.4) Description of the procurement**

Lot 3 - Better Information

Better information at every bus stop , through parishes, bus user groups, businesses, schools, clubs and communities.

Background to Lot:

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## **II.2) Description**

### **II.2.1) Title**

Increased Frequency

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 60112000 - Public road transport services

### **II.2.3) Place of performance**

NUTS codes

- UKH3 - Essex

### **II.2.4) Description of the procurement**

Lot 4 - Increased Frequency

Such as running the service every 30 minutes instead of hourly.

Background to Lot:

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### **II.3) Estimated date of publication of contract notice**

17 March 2025

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes