

**INVITATION TO TENDER**

**For The Provision Of :**

**A public awareness (marketing) campaign aimed at preventing violence against women**

**Contract Ref: LC/JD/09042025**



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# Section 1: Instructions to tenders

## 1.1 Instructions

1.1.1 The Police and crime Commissioner (PCC) for Humberside is seeking tender submissions from suitably experienced companies who understand the local demographic and geography for the provision of a public awareness campaign to help prevent violence against women and girls by engaging men and boys.

1.1.2 The intention is to award any resulting contract for a period of 2 years commencing on the 01 July 2025 and will expire on the 30 June 2027.

1.1.3 The value of this requirement will not exceed £40,000. A breakdown of prices shall be submitted as part of the quotation response for the good/services. The price should be inclusive of all applicable costs and expenses but exclusive of Value Added Tax (VAT). The Currency is to be quoted in Pounds Sterling.

1.1.4 It is essential to observe and comply with the following instructions in the preparation and submission of your quotation. The Office of the Police and Crime Commissioner (OPCC) reserves the right to reject a quotation that does not fully comply with these instructions.

1.1.5 The Terms & Conditions of this document will apply to this agreement.

1.1.6 The Person(s) Responsible for this process is:

Leigh Collins

Commissioning Programme Manager

Office of the Police and Crime Commissioner

Leigh.collins@humberside.police.uk

* + 1. All contact in relation to this Tender must be made by email.

## Requests for clarification or further information

1.2.1 Tenderers shall note that all reasonable efforts have been made to ensure that accurate and correct technical and functional terminology has been used in the preparation of this quotation document. There is an absolute obligation on the tenderer to resolve any ambiguity, whether actual or potential, in the use of technical and functional terms used in this RFQ and all associated documents.

* + 1. The deadline for receipt of any requests for clarification is 12 noon, 20th May 2025. Requests must only be made via the email address at paragraph 1.1.6. All clarification questions and answers shall be circulated to all tenderers invited to submit an RFQ, unless they are deemed specific to a tenderer’s solution.

## Return of quotation and validity

1.3.1 Quotations must be completed in English and use the template provided in this document, saved in Word format.

* + 1. Your quotation must be submitted via email to the address at paragraph 1.1.6. Receipt of emails will be acknowledged as quickly as possible.
		2. The closing date for receipt of quotations is 12 noon on the 27th May 2025.
		3. Quotations received after this time will NOT be considered unless the Person Responsible as identified in paragraph 1.1.6 above has formally extended the closing date for receipt of quotations.
		4. Any quotation submitted will be deemed to remain open for acceptance or non-acceptance for not less than 90 days from the closing date stipulated above. The PCC may accept the quotation at any time within this prescribed period. The PCC shall, however, not be bound to accept the lowest or any quotation.

##### 1.4 Timescales

|  |  |
| --- | --- |
| 30th April 2025 | Advertisement of Tender |
| 20th May (12 noon) 2025 | Clarification question window closes |
| 27th May (12 noon) 2025 | Closing date for applications |
| 06th June May 2025 | Scoring of applications |
| 09th June 2025 | Contract aware decision |
| 19th June 2025 | End of Standstill period  |
| 20th June 2025 | Award of Contract and publication notice on Central Digital Platform |
| 01st July 2025 | Contract commences |
| 30th June 2027 | Contract end date |

###### **Section 2. Background**

2.1 The role of the Police and Crime Commissioner (PCC) is to be the voice of the people and to hold the police to account. They are responsible for the totality of policing. PCCs aim to cut crime and deliver an effective and efficient police service within their police force area. They are elected by the public to hold Chief Constables and the force to account, making the police answerable to the communities they serve.

2.1.1 The PCC’s Police and Crime Plan [2024-29 Police Crime Plan](https://d1lmpjji0e63yt.cloudfront.net/files/Reports-and-Plans/Police-and-Crime-Plan/2024-29-PoliceCrime-Plan.pdf) outlines a commitment to addressing crime and community safety issues through a long-term reduction in high-harm crimes through a multi-agency public health approach. This work forms part of a wider public health approach to reducing and preventing violence against women and girls (VAWG) specifically by targeting men and boys in an awareness raising campaign.

2.1.2 The OPCC has established a Humber wide partnership group that seeks to address VAWG and has close working links with Humberside Police’s Independent Advisory Groups (IAGs) that are comprised of members of the public, with a focus on survivor voices.

2.1.3 The Humber VAWG Partnership and IAGs have been consulted with on the development of a campaign to address misogynistic behaviours and attitudes and have been supportive of the use of a Home Office funded campaign developed by West Yorkshire Combined Authority, entitled ‘Just Don’t’. The campaign and associated toolkit are available here: [West Yorkshire Combined Authority](https://www.westyorks-ca.gov.uk/a-mayoral-combined-authority/mayoral-pledges/the-safety-of-women-and-girls/justdont/)

2.1.4 West Yorkshire’s legal team have agreed that Humberside OPCC may use the original campaign with Humberside OPCC and Humberside Violence Prevention Partnership (HVVP) branding and logo added, alongside a credit to West Yorkshire. Full legal documents will be shared with the successful provider in due course.

**Section 3. Scope and Specification**

* 1. The OPCC is seeking a provider to work with us to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement, this will broadly require:
1. A detailed campaign plan spanning a two-year period, that takes into account the four local authority areas in Humberside and their differing communities and needs and listening to feedback from IAGs and practitioners.
2. Rebranding of existing 1 minute video and social media assets for use online and digital assets for use on digital screens and billboards.
3. Adaptation of assets for use on buses and bin lorries.
4. Distribution and development of posters, beer mats and other printed materials for use in various settings including gyms, entertainment venues and shops.
5. Development and delivery of a Humber wide radio campaign.
6. Support to design a campaign specific web page with a call to action and pathways of support for men and boys, to be hosted on existing OPCC and VPP websites: [Home | OPCC](https://www.humberside-pcc.gov.uk/) and [Home | Humber Violence Prevention Partnership](https://humbervpp.org/)

3.1.1 Resources should be appropriate for public use with a specific focus on engaging men and boys.

3.1.2 All resources should be displayed using trauma informed practice which is grounded in the understanding that trauma exposure can impact an individual’s neurological, biological, psychological and social development.

3.1.3 West Yorkshire Combined Authority and Humberside OPCC will retain the rights to all materials developed.

3.1.4 The value of this contract should not exceed £40,000.

**3.2 Aims**

3.2.1 The key aim of the campaign is to engage the public in prevention messages around sexual harassment, targeting men, to help reduce and prevent violence against women and girls.

3.2.2 The campaign will form part of our wider work on engaging with communities, helping women and girls to feel safer and preventing serious violence.

**3.3 Deliverables**

3.3.1 Delivery will be across the Humberside region, in a minimum of two stages of roll-out: year 1 and year 2.

3.3.2 Campaign resources have been co-produced and will need to be shared with local VAWG practitioners and the VAWG IAGs for further feedback, before the campaign goes live.

3.3.3 All campaign resources should be made available so that they can be easily downloaded from the OPCC and VPP websites.

3.3.4 The provider will work closely with the OPCC and VPP to ensure stakeholders and partner organisations are aware of the campaign and resources and how to access them.

3.4. Outcomes

3.4.1 Outcome measures will need to identify numbers of interactions with the campaign materials online.

3.4.2 The provider is required to develop a means of measuring the impact of campaign materials in hard copy/static resource such as billboards, posters, beer mats etc. This may take the form of qualitative feedback from venues, members of the public or other quantifiable measures.

3.4.3 Work towards the aims and objectives of the current and any future versions of the aims and objectives of the Humberside Police and Crime Plan.

3.5 Safeguarding

3.5.1 The OPCC through their commissioning processes are responsible for ensuring that any organisation commissioned, procured or grant-funded to deliver a project working with children or adults at risk,

 • has a current safeguarding policy

• has a designated safeguarding lead

• adheres to the Disclosure and Barring Service (DBS)

3.5.2 All Providers must have Safeguarding Policy and Procedures in place.

3.5.3 The Provider will have a safeguarding policy that will be available for commissioners to view upon request that details:

* Safeguarding responsibilities / accountabilities within the Provider
* Whistle blowing procedures
* Safe recruitment
* Safe working practices
* Induction and training that meets statutory responsibility for staff
* Complaint’s procedures and management of allegations
* Confidentiality and information sharing.

3.5.4 Formal police vetting will not be required.

3.5.5 Funded organisations must follow their own safeguarding policies and procedures, which should include how concerns are reported internally and via local multi-agency arrangements where appropriate.

3.5.6 Safeguarding incidents on projects funded by the OPCC must be reported via the Contract Manager after internal and (where applicable) multi-agency reporting processes have been followed. These should exclude any personally identifiable information.

3.5.7 A “Critical Incident”, which is defined as any incident where the outcome or consequence of that incident is likely to result in serious harm to any individual; or significant community impact; or significant impact on public confidence in the PCC or must be reported to the OPCC Chief Executive, copied to the contract management contact and the OPCC SPOC box: PCC@humberside.police.uk.

The report should be made as a matter of urgency after the organisation’s own process has been followed and a multi-agency safeguarding report has been made. As above, personally identifiable information must not be included in the report.

3.6 Social Value and Sustainability

3.6.1 The Provider will utilise products which are manufactured ethically, using acceptable standards of labour and human rights practices. The Ethical Sourcing Policy adopted by all four Yorkshire and the Humber Police Forces is based on the Ethical Trading Initiative Base Code - <http://www.ethicaltrade.org/eti-base-code>.

3.6.2 The Provider will be expected to observe a similar policy whilst engaging with the Commissioners and enter discussion on ethical sourcing when relevant.

3.6.3 The Provider should seek to deliver added social value for local communities in relevant ways such as e.g., recruiting locally, creating volunteer opportunities, providing training and awareness at local educational establishments and prevention activities, as a way of increasing the health, safety, and wellbeing of residents.

3.7 Performance Management Framework and Reporting

3.7.1 The supplier will be required to provide ongoing feedback and outcomes measures at designated meeting points. Initially meetings will take place on a fortnightly basis, building to monthly then bi-monthly based on progression through the campaign plan.

3.7.2 As part of each return, the provider shall submit a monitoring report including the following information:

* + a financial summary identifying full evidence of expenditure
	+ an update of progress and confirmation of any key aspects of the project which have not been met, see appendix 1 for further information.

**3.8. Modern Slavery**

3.8.1 The provider will ensure that they have systems and processes in place to identify abuse and safeguard people from harm. This extends to ensuring that victims of modern slavery or human trafficking are protected, and that any crimes of enslavement or trafficking are reported.

3.8.2 Where practicable the provider will ensure that supply chains are ethical and free from abuse, for support with this please reference: [Logistics Institute | University of Hull](https://www.hull.ac.uk/work-with-us/research/institutes/logistics-institute)

Section 4. Evaluation

4.1.1 The evaluation panel will consider the factors listed below as part of the evaluation process:

|  |  |
| --- | --- |
| 1. Price | 20% |
| 2. Quality | 70% |
| 3. Social value | 10% |

4.1.2 Price will be evaluated on the overall cost for all services as detailed above to establish the cheapest overall cost. The lowest overall cost will be awarded 20% and all subsequent bids will receive a proportion based on the lowest overall submission (cheapest bid received divided by the bid being evaluated multiplied by 20%).

4.1.3 Quality and social value are divided into individual questions, each scored using the scoring guidelines detailed below based on the evaluation panel’s considered view on their importance to this project and in terms of the organisation’s requirement as a whole:

|  |  |
| --- | --- |
| **Score 0** | The response does not satisfy the requirement. An unacceptable or irrelevant response. No response provided.  |
| **Score 1** | A poor response. There are significant gaps in the detail/supporting evidence |
| **Score 3** | The response meets most elements of the requirement. There are some gaps in explanation/detail or supporting evidence. |
| **Score 5** | Response meets the requirement in full. Response has been fully explained and supported with relevant evidence. |

**Section 5. Technical questions**

5.1.1 In order to pass this section of the evaluation, valid information relating to the question must be provided. This information must be appropriate and relate to the question/specification requirements. If the information provided is not relevant to the question this may render your submission invalid. Please do not submit any sales and marketing information or other appendices unless expressly requested.

5.1.2 Your statements should be concise, in Word format, in Arial or Calibri, 12-point font and not exceed the word counts indicated. You may expand the text boxes in the template to fit your responses**.**

5.1.3 Please submit your tender response to leigh.collins@humberside.police.uk

**Question 1 (15%)**

**Please outline your organisation’s experience of delivering similar projects *[500 words].* Your answer should include, as a minimum, responses to the following:**

* Experience of public awareness campaign design and delivery
* Knowledge of public health and VAWG issues and impact
* Experience of trauma informed approaches

|  |
| --- |
|    |

**Question 2 (15%)**

**Please outline the knowledge, skills and experience of the staff who will be working on the project. Include details of how much time will be spent on the project and your plans for resilience should any staff be unavailable. *[500 words]***

|  |
| --- |
|  |

**Question 3 (20%)**

**Please outline your proposed approach to delivering the contract *[1000 words].* Your answer should include, as a minimum, responses to the following: How will you demonstrate you can maximise engagement and reach the target demographic via this campaign?**

* How you will scale the campaign
* How you will incorporate local need/demographic
* Delivery plan / timescales including milestones
* Gant chart can be appended (not included in the word count)

**Question 4 (20%)**

**How will you effectively measure success and impact? [*500 words]***

5.2 Social Value

**Question 1 (2.5%)**

**How does your organisation support women?** This could include, for example, any community work you do, work experience you offer, how you recruit and develop your staff, how you support employee wellbeing, and whether you are a Living Wage employer. ***[250 words]***

|  |
| --- |
|  |

**Question 2 (2.5%)**

**How does your organisation contribute to the environment and sustainability? *[250 words]***

|  |
| --- |
|  |

**Question 3 (5%)**

**We encourage the sharing of this work more widely with other areas and organisations and are interested in any creative suggestions about how this could be developed further. Please describe how you would assist the OPCC to do this? *[300 words]***

Section 6: Pricing schedule

6.1 Pricing schedule

6.1.1 Tenderers are required to fully complete and return the following Pricing Schedule.

6.1.2 The Total Contract Price must include delivery of all aspects of the specification, inclusive of all costs (including expenses), but exclusive of VAT.

|  |  |
| --- | --- |
| 6.1.3 Please itemise your delivery costs in the table below | **Price (£)** |
| **Itemised delivery costs**  |   |
|  |   |
|  |   |
|  |   |
|  |   |
|   |   |
| **Total** |  |

Section 7: Organisation and contact details

## 7.1 Lead organisation

*You must answer all questions in this section. Enter N/A for any that do not apply.*

|  |  |
| --- | --- |
| Full legal name |   |
| Registered office address |   |
| Company number |   |
| Charity number |   |
| VAT registration number |   |
| Name of immediate parent company |   |
| Name of ultimate parent company |   |
| Type of organisation *(please tick)* |   | a public limited company |
|   | a limited company |
|   | a limited liability partnership |
|   | other partnership |
|   | sole trader |
|   | other (please specify): |
|   |
| Please tick if any of the following classifications apply to you |   | Voluntary, Community and Social Enterprise (VCSE) |
|   | Small or Medium Enterprise (SME)  |
|   | Sheltered workshop |
|   | Public service mutual |

7.2 Sub-contractors

|  |
| --- |
| Are you proposing any sub-contractors or consortium partners in your response? *(please tick)* |
|   | Yes |
|   | No |

If yes, please provide details below (add additional rows if required):

|  |  |
| --- | --- |
| Organisation name and address | Proposed role |
|   |   |
|   |   |
|   |   |

7.3 Contact details

We will use this contact for correspondence about the application

|  |  |
| --- | --- |
| Name |   |
| Role |   |
| Email |   |
| Phone |   |

**Appendix 1 Performance Management Framework**

The following monitoring will be required to demonstrate contractual performance and outcomes achieved by the service:

|  |  |
| --- | --- |
| **Reporting**  | **Frequency** |
| Campaign resources developed  | Quarterly |
| Campaign resources made available for download from the OPCC and VPP websites | Quarterly |
| Evidence of Co-production | Quarterly  |
| Number of interactions with online campaign materials  | Quarterly |
| Impact of campaign incorporating qualitative feedback | Quarterly |
| Impact of campaign – using quantifiable data | Quarterly |
| Financial reporting  | Quarterly |