

Specification for a Project

Issued Under the terms and conditions of the Integrated Campaigns and PR Framework NPS-CS-107-20

Contract Number C244/2021/2022

1. Background

- 1.1 This project is an integrated marketing campaign to support behaviour change around the reduction of speeds from 30mph to 20mph in specified residential areas across Wales.
- 1.2 A residential default speed limit of 20mph was a commitment in the First Minister's manifesto and remains a priority for Welsh Government. A Task Force Group (TFG) was set up following a plenary debate in May 2019 where there was cross party support for the introduction of 20mph as a default speed limit.
- 1.3 Reduced traffic speeds result in fewer collisions with more cohesive and safe communities. The current method of introducing 20mph is through the introduction of Traffic Regulation Orders (TRO) and despite considerable financial support committed over recent years to introducing 20mph speed limits in Wales, only around 1% of the road network is subject to a 20mph speed limit.
- 1.4 The introduction of a default 20mph using the powers Welsh Ministers have under the Road Traffic Regulation Act, 1984, will enable the rapid expansion of 20mph in a cost-effective way. Welsh Parliament can amend primary legislation, to introduce a national default speed limit of 20mph on restricted roads in Wales. A road is a Restricted Road if there is provided on it a system of street lighting furnished by means of lamps placed not more than 200 yards apart.

[The link to the 20mph Taskforce Report](#) is included for your information.

2. Strategic Objectives of the changes

- Reduced traffic speeds result in fewer collisions with more cohesive and safe communities.
- There is evidence that 20mph limits lead to more walking and cycling
- Changes in air quality will show a slight improvement, and slower speeds are likely to result in lower noise levels. The impact on journey times is likely to be slight.

3. Core Idea

This is about changing people's behaviours and building social unacceptability for speeding in residential areas.

4. Human Insight

4.1 There has been a consistent positive finding of public support for 20mph limits both pre- and post-implementation, in surveys across the past decade in the UK.

4.2 In a trial of 20mph limits across Scotland in 2001 overall results from the attitudinal survey demonstrated strong local support for the schemes and almost three quarters of respondents considered that the experiment had been either 'very' or 'partly' successful.

4.3 Twenty-five more recent studies have reported that public support for 20mph is consistently high (62%-89%) for residential streets where reported and 72% on busy streets.

4.4 Repeat survey work with a national polling agency using representative sampling from across Great Britain has reported that support for 20mph speed limits increases from around 70% to 80% post implementation. However, the same research has also found that there is 'pluralistic ignorance' – a belief that one's view are those of a minority. While people surveyed supported 20mph speed limits by a significant majority they wrongly believed that they were in a minority.

4.5 In such situations support is likely not to be articulated because of the belief that it is a minority view leading to 'spirals of silence'. This issue will need to be addressed through the Communication strategy.

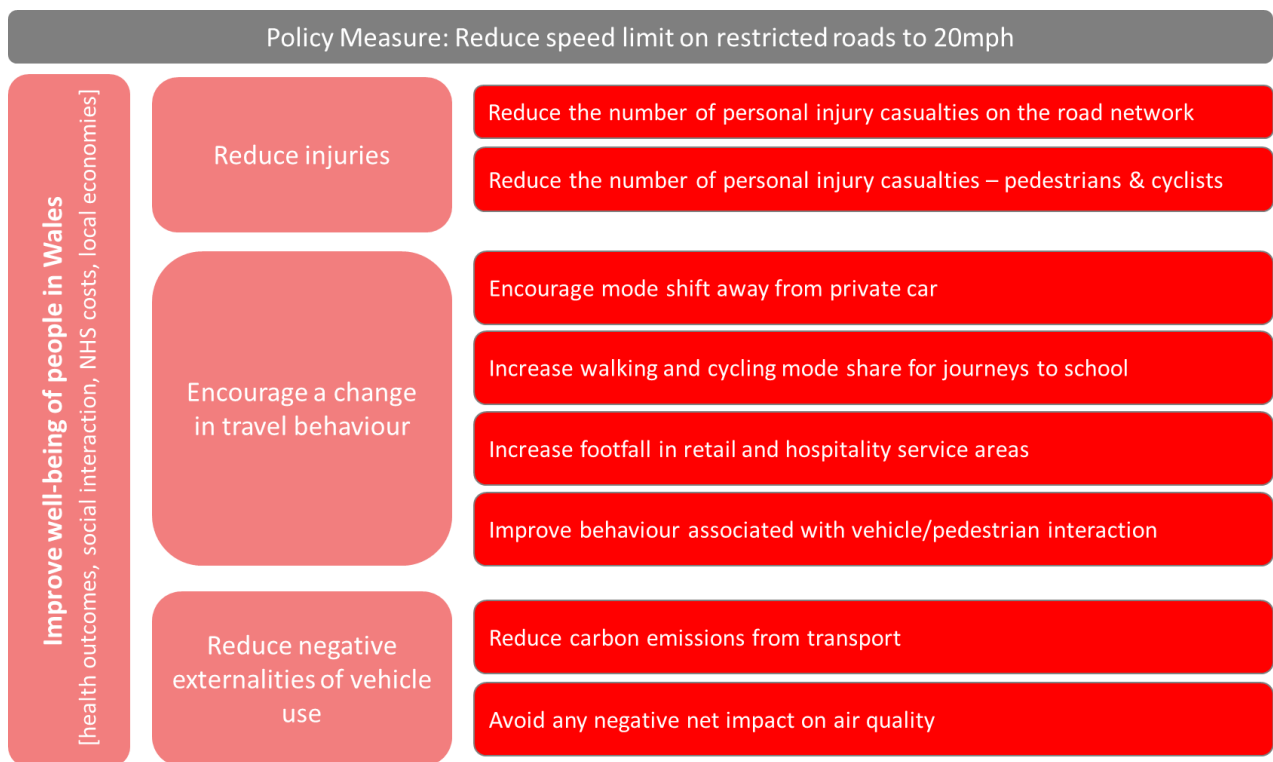
4.6 In the OMNIBUS SURVEY - NOVEMBER 2020 WALES OMNIBUS SURVEY - highlight of results for 20mph related questions were:

- I wish everyone would slow down a bit on the roads 68% agree 8% disagree
- It is just too difficult to stay at 20mph 32% agree 37% disagree
- 20mph limits are an example of the nanny state 25% agree 40% disagree
- Streets would be a lot nicer for pedestrians with a 20mph speed limit 66% agree 9% disagree
- People's driving habits would change if 20mph limits were introduced 42% agree 23% disagree

5. Community Benefits

- Enabling a much wider take up of 20mph limits is expected to achieve significant road safety benefits, particularly in deprived neighbourhoods.
- In the longer term, reductions in the perception of road danger is expected to lead to more walking and cycling which will improve public health and replace some short car journeys, and so achieving further reductions in collisions and casualties.
- More walking and cycling is also likely to lead to greater social cohesion which brings further societal and health benefits.
- Lower speeds will lead to reductions in traffic noise, while impacts on air quality will be neutral at worst and journey time increases will be slight.

6. 20mph Programme Objectives



7. 20mph Campaign

7.1. The eyes of the world will be on our approach to this. This campaign represents a big moment for Wales. There's already positive expectation 66% of people believe streets would be nicer with a 20mph speed limit 68% of people agree drivers should slow down. The old communications approaches need rethinking as road safety benefits are already largely understood. The wider benefits of 20mph are less understood those who feel positively about the 20mph legislation wrongly believe they're in the minority. This means our

campaign needs to be more than the old scare tactics & we can't rely on enforcement only. It needs to educate on the wider benefits of 20mph and encourage people to change their behaviours by reducing their speeds whilst driving in specific residential areas. It needs to build a collective understanding that this is a positive thing for our communities. The campaign messaging will need to be aligned with wider transport / climate change strategic messaging to drive cultural / behavioural change.

7.2. A contract was let to Golley Slaters agency, working closely with communications and marketing focus group stakeholders within the programme, a strategic concept has been developed with options for the campaign. This campaign has already received positive approval from highly influential stakeholders.

7.3. The strategic concepts have been tested with the general public in phase 1 of the 20mph settlements in August and September 2021 and a report has been produced following the testing by the agency, see attached summary and report.



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8. Communications objectives

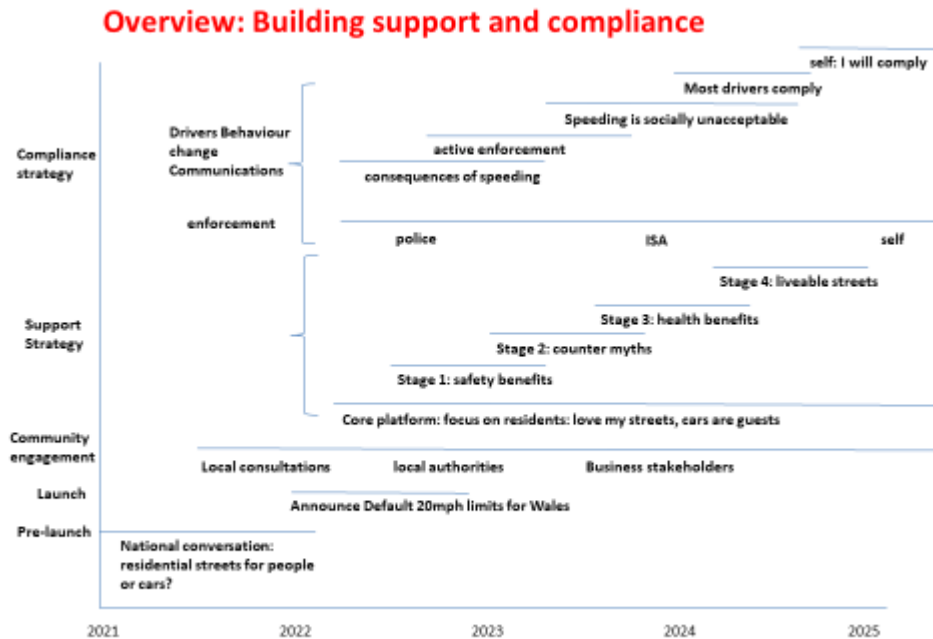
8.1 To produce a high quality and all-inclusive 20mph communications and marketing assets toolkit which can be used for nationwide roll-out. To include a Local Authority version.

8.2 Develop and deliver a high profile, multi-media, behavioural change nationwide 20mph communications and marketing campaign

8.3 To measure and evaluate the effectiveness of the 20mph communications and marketing campaign focussing on the following behaviour changes :

- Reducing speeds to 20mph limits in restricted areas
- To encourage more walking and cycling on short journeys to promote health and societal benefits
- To encourage people to use public transport and active travel rather than use cars.
- Support the programme in delivery of programme objectives

9. The target audience for the programme



9.1 There are two key priorities – building support amongst residents, and compliance amongst drivers.

9.2 These can be implemented across phases. It will start with a 'national conversation' about our residential and high streets and how we might want to rethink their use in which 20mph is the central focus.

9.3 Communications will be key in educating the public in the many benefits of 20mph limits. Whilst the road safety benefits are largely understood and may require just 'awareness raising', the wider health and community benefits (the chance to increase walking and cycling, to use streets for local community use, etc.) are much less obvious.

9.4 It is recommended that a sequential set of campaigns progressively build up knowledge and support for the multiple benefits of 20mph limits as outlined in [the 20mph Taskforce Report](#) is included for your information.

9.5 This sequence of campaigns will require integration to be coherent over time in order for it to have impact with the public.

9.6 We have also included the WCPP report [20's-the-limit-How-to-encourage-speed-reductions-.pdf \(wcpp.org.uk\)](#). This report was prepared to support the plan to introduce a 20mph national default speed limit. It aims to address two main questions: 1) What specific behavioural interventions might be implemented to promote driver

compliance with 20mph speed limits in residential areas; and 2) are there particular demographics, community characteristics or other features that should form the basis of a segmentation approach.

10. Aim

- 10.1 The aim of this Specification is to appoint a supplier via the NPS Integrated Marketing Campaigns and PR Framework - NPS-CS-107-20 to deliver the 20mph Communications and Marketing campaign.
- 10.2 A comprehensive presentation with details of this work is included, see Annex 1. We have also attached reports produced from focus groups research carried out in three of the live trial sites, for your information.
- 10.3 We are now looking to appoint an agency who will deliver the communications and marketing campaign based on the strategic work already delivered.
- 10.4 We are also looking for the successful supplier to measure and evaluate the success of the campaign which will be incorporated into the programme key performance indicators.
- 10.5 We are also looking for the agency to work with the UK Gov Cabinet Office Behavioural Change team to give advice and guidance on the development of the marketing and communications campaign.

11. Requirement

- 11.1 Delivery of an integrated marketing campaign to raise awareness, change attitudes and change behaviours etc.
- 11.2 Further development of the creative to a final version.
- 11.3 Behavioural insight expertise to test and develop creative to ensure it will achieve the objectives of the campaign. Including use of EAST and testing of message to ensure that they will nudge our target audiences.
- 11.4 The campaign will need to be delivered to the 20mph programme timelines which are still being agreed by Ministers. Currently the laying of the legislation will take place in June 2023 and 20mph programme will go live 12-18 months later. There may also be the opportunity for an optional extension which will be dependent on need and available funding at a later stage.
- 11.5 You will need to provide a breakdown of how you would monitor and evaluate the success of the campaign as outlined under research in the requirements.

12. Welsh Language

12.1 You must comply with the Welsh language standards – Please see attached. ‘Guidance for the use of the Welsh Language in Welsh Government communication and marketing work.’ You should have already received a copy of this when you were appointed to the communications and marketing framework.



25726 Communication Guidance Documents_Welsh Language Standards_V5_English_FINAL WEBDec17 (1).pdf

13. GDPR

13.1 We believe that the provision of the requirements within this contract will not require the processing of any personal data on behalf of the Client. If the Bidder considers that processing of personal data on behalf of the Client will be required the Bidder must provide details in its tender.

13.2 If during the Contract Period, processing of personal data on behalf of the Client is required in accordance with the applicable **Call-off Terms and Conditions - NPS Integrated Marketing Campaigns & Public Relations Framework – NPS-CS-107-20** the Bidder must notify the Client so that provision for compliance with the General Data Protection Regulations 2016/679 can be made.

14. Your response

14.1 In submitting your response, you are requested to include:

1. Suggested approach to the delivery of the 20mph programme campaign based on the strategic work developed by Golley Slater agency
2. A breakdown of how you would monitor and evaluate the success of the campaign as outlined under research in the requirements
3. A total schedule of costs which will need to incorporate VAT

14.2 A **budget of £832,000** has been made available for the project for 2022/2023 excluding VAT. The overall budget shouldn't exceed £832,000, excluding VAT. Bids received in excess of £832,000 excluding VAT will be deemed non-compliant.

- 14.3 The Client intends to conduct this Mini Competition using the BravoSolution etenderwales portal:-

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

Any queries / clarifications relating to the Bid should be directed via the message portal.

Bidders can raise clarifications on the content of this Mini Competition until:

17:00 GMT Thursday 30 March 2022

Bidders must submit their Bid Responses via the e-tenderwales system which must be submitted before:

17:00 GMT Thursday 06 April 2022

15. Contract Award Evaluation Criteria

15.1

Tender Award Criteria	Weighting
Quality (Technical Response) Criteria:	80%
Price (Commercial Response) Criteria:	20%

- 15.2 This project will be awarded to the supplier most able to demonstrate ability to deliver the 20mph in the most creative and effective manner, monitor and evaluate the campaign most effectively and meet cost requirements.

Technical Evaluation Criteria – 80%	Weighting
1. Campaign Delivery	60%
2. Monitoring and evaluation of the campaign	40%

Please note that Bidders will be required to obtain a minimum score of 60% or above for questions related to the criteria within the Technical Response.

- 15.3 Commercial Response will be evaluated according to the scoring methodology referred to in the Table below.

A formula will then be applied to the total cost so that a percentage is awarded in proportion to the best tendered price (the lowest price). The best tendered price will receive the maximum Price score of 20% of the overall tender Score. An example of this can be found in the scoring methodology referred to in the Table below.

Scoring Method
<p>Example:</p> <p>Provider A = £20,000 (Total Cost)</p> <p>Provider B = £24,000 (Total Cost)</p> <p>Provider C = £25,000 (Total Cost)</p> <p>Cost Score Calculation:</p> <p>Provider A = 100% (Best Bid)</p> <p>Provider B = $\frac{£20,000}{£24,000} \times 100 = 83.33\%$</p> <p>Provider C = $\frac{£20,000}{£25,000} \times 100 = 80\%$</p> <p>Total Score Adjustment (20%):</p> <p>Provider A = $100\% \times 0.2 = 20\%$</p> <p>Provider B = $83.33\% \times 0.2 = 16.66\%$</p> <p>Provider C = $80\% \times 0.2 = 16\%$</p>

- 15.4 The Quality and Price evaluation scores will be combined and the Bidder with the highest score will be awarded the Contract.
- 15.5 The Client will inform all Bidders of the outcome of the evaluation, via the message area of eTenderwales portal. The information contained within the notification will be in accordance with Regulation 86 of PCR 2015 and will provide details of the mandatory standstill period if applicable. The Client reserves the right in its absolute discretion not to appoint a successful Bidder.
- 15.6 It is the Bidder's responsibility to ensure that all information required is supplied and is accurate. Any changes that could affect any of the answers must be notified to the Client as soon as reasonably practical.

16. Duration of Contract

This contract will be for an initial 18 months with an option to extend for a further 12 plus 12 months. The estimated budget for the optional extensions are £425k per 12 months. Precise needs and budget for any extensions will be dependant on the success and outcomes from the initial 18 months.

The contract will be awarded on 31 May 2022.

17. Monitoring

17.1 The Contract Manager for the Client will be the Communications and Marketing Manager for 20mph Programme which is currently Katherine Owen

17.2 The Contract Manager will be the point of contact for the Contractor during the course of the contract. They may elect to meet a named representative of the Contractor as and when necessary to discuss any issues which may have arisen during the provision of the service.

17.3 In the event of non-compliance with the Specification, the following procedure will be followed:

- notification of complaint and requirement to comply;
- notification of unacceptable practices and/or substantial non-compliance to the Specification of the services;
- recourse to the conditions of contract

18. Payment

18.1 Payment will be made to the appointed supplier(s) within 30 days of receipt of a correctly submitted invoice. Invoices must show a full breakdown of costs that clearly tie back to the successful Company's submitted quote.

18.2 Payment will only be made for activity which has actually been delivered against the project, and this should be detailed on the invoice submitted.

19. Changes to the Specification

19.1 This specification document sets out the Client's current service requirement. It is possible that during the life of the contract changes, for example, in the nature and volume of the work and the timescale or other requirements will arise.

19.2 Changes to the Specification will be implemented by issuing written amendments to all those affected by the changes.

Annex 1

20mph Campaign Overview – Golley Slater



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20mph Focus Group Summary



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20mph Focus Group Creative Research Report



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