

United Kingdom-Sittingbourne: Health and social work services
OJ S 177/2018 14/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: NHS Swale Clinical Commissioning Group

National registration number: ODS 10D

Postal address: Bramblefield Clinic, Kemsley, Grovehurst Road

Town: Sittingbourne

NUTS code: UKJ45 Mid Kent

Postal code: ME10 2ST

Country: United Kingdom

Contact person: Allan Petchey

E-mail: allan.petchey@nhs.net

Telephone: +44 7798532441

Internet address(es):

Main address: <https://www.swaleccg.nhs.uk>

Address of the buyer profile: <https://www.swaleccg.nhs.uk/contact/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Good Mental Health Matters Campaign

Reference number: 10D-001-July18

II.1.2. Main CPV code

85000000 Health and social work services

II.1.3. Type of contract

Services

II.1.4. Short description

Good Mental Health Matters. Programme of activities and resources in 2 phases. Delivers measurable outcomes based campaign and teaching resources for schools and communities, developed in partnership with target audiences and stakeholders, to promote simple ways to

wellbeing for children and young people and is appropriate to the 9-18 age group. Available to West and North Kent CCG populations (not Medway) Due to the popularity of the programme it was also engaged by a growing number of East Kent Schools.

Phase 1: eating well through to learning how to relax.

Phase 2: continued to evolve into a “What Matters” set of Mental Health school resources.

Seeking to further evolve emerging enhancements supporting existing phases over a 2 year period but also covering events, digital concepts, video production, related material alongside delivery to a younger age group.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 567 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

80100000 Primary education services, 80200000 Secondary education services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: To be delivered across geographic Kent. There is interest from schools / youth organisations in adjacent areas but that requires a separate agreement if accessed beyond geographic Kent.

II.2.4. Description of the procurement

June 2017 Kent CCGs procured the Good Mental Health Matters (GMHM) Campaign resources for Kent schools aimed at children aged 9-18. The one year contract ends July 2018 and enters a maintenance period until 2021. Resources are contained on the goodmentalhealthmatters.com central platform and are accessed via the school portal which has been advertised to every school in Kent to encourage sign up. 50 % of secondary schools in Kent created an account in Month 1. More advertising and contact with the remaining schools is underway to encourage sign up by September 2018. The CCGs want to develop these resources further this year to ensure they are suitable for a younger age group, including an hour face to face engagement with every child in Kent aged 5-11 alongside age appropriate resources they can access in their own time, at school, or with their families/carers. The resources will remain on the domain and schools will be able to book the face to face engagement events for the young children via the portal while at the same time continuing to access the existing online resources for those, potentially older, who would find them more useful. The further development and enhancement of these resources will continually cross over with the previous and existing work of GMHM, including the key campaign messaging, age appropriateness of the chosen resources, measuring of outcomes, relationships with schools, and the growth of the school portal.

Integrated, In-House Offering: diverse and multi-department team. Delivering complex and fully integrated campaign delivery.

Offering includes:

- idea creation,
- concept development/testing,
- events and logistics management,
- digital development,
- multi-disciplined creative and design services,

- knowledge and strategic planning,
- video production,
- user journey analysis and development,
- print management, data services and intelligent fulfilment,
- bring, positioning and identity development.

Understanding and Knowing GMHM: in-depth understanding of the subject matter and history of the campaign — including learning on what has worked most effectively, and the detailed process and rationale that has gone into each phase of delivery. In addition, knowledge of and access to existing campaign collateral and resources; GMHM.

Phases Integration: to achieve success and a consistent message for the campaign, enhancements must be built upon and integrated with earlier phases to build on reputation and increase the reach of all phases. It would present significant challenges detrimental to overall reach and impact if work was split and hosted on different platforms.

Research and Testing For Enhancements: deliver initial phases of market research to test assumptions made in relation to Enhancements — giving us in-depth knowledge of and access to the research results and associated insights to ensure learning is utilised and applied to maximum effect.

Concept and Product Development: proven campaign-specific concept and product development — Devised each campaign and has proposed product opportunities for enhancements and beyond.

Idea Creation: many of the ideas and concepts which have resonated most strongly with both NHS stakeholders and the intended target audience respecting intellectual property.

Campaign Delivery: a proven track record of successful campaign and resource delivery — each campaign phase multi-faceted and included multiple channels of delivery. Provide and manage this in its entirety to achieve maximum overall impact and reach.

Schools Expertise: most notably, demonstrate ability to manage campaigns/resources with and for schools — understanding how to target and communicate with teachers, and how to coordinate delivering resources to schools digitally or in-person. DBS-checked staff who know the campaign and can go into schools to deliver it for the NHS.

Logistical Infrastructure: have the logistical infrastructure to deliver a face-to-face campaign designed to engage primary schools. Provide warehouse capacity and trained logistics team to tour across Kent.

II.2.5. Award criteria

Quality criterion - Name: Organisations must be able to demonstrate experience in delivering successful campaigns in the health or related sector, experience in working with the target age group, experience in cross partnership / Weighting: 40 %

Quality criterion - Name: The innovation scoring is reliant on demonstrating the unique selling points presented in their bid associated with the enhancement / Weighting: 15 %

Price - Weighting: 45 %

II.2.11. Information about options

Options: yes

Description of options:

Options considered were around the segregation between Phase 2 and the enhancements.

Elements of Phase 2 campaign have intellectual property rights. Issues over intellectual or creative rights could emerge over interpreting enhancement and there is no guarantee that an alternative provider for the extended campaign elements would not have to work closely with or be governed by the Phase 1 and 2 delivery Team leading to double payments arising.

Removal of key areas that are deemed stand-alone enhancements of the programme would

limit campaign effectiveness especially where they derive from the creative nature of the partnership between the existing Provider and the CCGs. Links to the maintenance of Phase 2 remain in place until 2021 and would need to be intrinsically linked to any enhancements.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

None

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights
- Additional deliveries by the original supplier ordered under the strict conditions stated in the directive
- New works/services, constituting a repetition of existing works/services and ordered in accordance with the strict conditions stated in the directive

Explanation:

Commissioners are seeking to award the contract based on Regulation 72 of the Public Contracts Regulations 2015. This derogation from the original contract has arisen as a consequence of the successful implementation of the year 6 to 13 school resources that have increased demand and the need to include a younger age group. This previously unforeseen need means that existing delivery frameworks, though serviceable, would be improved by enhancements as described above. The enhancements are integrated with the earlier resources to enable demand flex that the service is encountering. The existing provider has elements of their work covered under exclusive rights, including intellectual property rights which will limit and undermine any attempt by a new provider to share the same delivery platform which will also negatively impact earlier work. The enhancements can be considered resources which repeat and build upon the ones previously procured. Resources are in conformity with a basic project for which the original contract was awarded following a procedure in accordance with Regulation 26(1) and (2) and grounds relevant to repeated works or services (Paragraphs 32(9) to (12) PCR 2015). However, there are unique requirements for the campaign/resource enhancements that are adjunct to the existing provision that have arisen out of the innovative partnership between the Kent CCGs the Provider and engagement from the schools. Specifically the widening of the delivery age range from 9 to 18 year olds to target 5-11 year old age group with associated activities and materials for delivery that were not previously foreseen. Timescales for the enhancements are driven by the academic year which though not requiring extreme urgency are a restraint over delivery of enhancements and engagement with the schools.

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 134-306505](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 10D 001 July 2018

Title:

Good Mental Health Matters Campaign

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/09/2018

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: 0

Number of tenders received by electronic means: 0

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

V.2.3. Name and address of the contractor

Official name: The Drummer Agency (Red and Green Marketing Ltd)

National registration number: 4234856

Postal address: The Brewery Business Centre, Bells Yew Green

Town: Frant

NUTS code: UKJ South East (England)

Postal code: TN3 9BD

Country: United Kingdom

E-mail: info@thedrummeragency.com

Telephone: +44 1892750900

Internet address: <https://www.thedrummeragency.com>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 567 000,00 GBP

Total value of the contract/lot: 567 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The enhancements will be paid for over a 2 year period in 2 separate financial elements of 283 500 GBP capped at to total maximum of 567 000 GBP. The payment is not guaranteed and will be capped as it is dependent on delivering the enhancements as proposed.

VI.4. Procedures for review

VI.4.1. Review body

Official name: NHS England

Postal address: PO Box 16738

Town: Redditch

Postal code: B97 9PT

Country: United Kingdom

E-mail: england.contactus@nhs.net

Telephone: +44 3003112233

Internet address: <https://www.england.nhs.uk/contact-us/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: NHS England

Town: Redditch

Postal code: B97 9PT

Country: United Kingdom

VI.5. Date of dispatch of this notice

13/09/2018