# Soft Market Test

For

**22098** **Cambridgeshire County Council (CCC) Roundabout Sponsorship**

# Section 1: Introduction

## General Requirements

* 1. The purpose of this document is to briefly explain to suppliers the business and technical requirements and the expected scope of the intended re-tender for Cambridgeshire County Council’s (CCC) Roundabout Sponsorship contract,in order to seek feedback on the Authority’s intended Specification and Procurement approach.
  2. **Please note:** this market testing exercise is **not** an invitation to tender or a request for formal expressions of interest. This document does not form any part of an invitation to tender. CCC is issuing this request for **information only**. Any supplier invited to present to CCC is doing so to support market research only and to help make any potential procurement process more focused and efficient. No supplier selection or supplier preference is implied.

## Confidentiality and Freedom of Information (FOI)

* 1. **Please note:** all information included in this Soft Market Testing is confidential and only for the recipients’ knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party without prior written authorisation.
  2. All responses will be treated confidentially. However, please be aware that we are subject to the disclosure requirements of the FOI Act and that potentially any information we hold is liable to disclosure under that Act. For this reason, we strongly advise that any information you consider to be confidential is labelled as such. In the event that a request is subsequently made for disclosure under FOI the request will be dealt with in accordance with the legislation.

## Background

Cambridgeshire is a [county](https://en.wikipedia.org/wiki/Counties_of_England) in the [East of England](https://en.wikipedia.org/wiki/East_of_England), bordering [Lincolnshire](https://en.wikipedia.org/wiki/Lincolnshire) to the north, [Norfolk](https://en.wikipedia.org/wiki/Norfolk) to the north-east, [Suffolk](https://en.wikipedia.org/wiki/Suffolk) to the east, [Essex](https://en.wikipedia.org/wiki/Essex) and [Hertfordshire](https://en.wikipedia.org/wiki/Hertfordshire) to the south, and [Bedfordshire](https://en.wikipedia.org/wiki/Bedfordshire) and [Northamptonshire](https://en.wikipedia.org/wiki/Northamptonshire) to the west.

The county is now divided between [Cambridgeshire County Council](https://en.wikipedia.org/wiki/Cambridgeshire_County_Council) and [Peterborough City Council](https://en.wikipedia.org/wiki/Peterborough_City_Council), which since 1998 has formed a separate [unitary authority](https://en.wikipedia.org/wiki/Unitary_authorities_of_England). In the county there are five district councils, [Cambridge City Council](https://en.wikipedia.org/wiki/Cambridge_City_Council), [East Cambridgeshire District Council](https://en.wikipedia.org/wiki/East_Cambridgeshire_District_Council), [Fenland District Council](https://en.wikipedia.org/wiki/Fenland_District_Council), [Huntingdonshire District Council](https://en.wikipedia.org/wiki/Huntingdonshire_District_Council) and [South Cambridgeshire District Council](https://en.wikipedia.org/wiki/South_Cambridgeshire_District_Council).

In 2019, the population was estimated at 856,000 for the county as a whole.

The Council’s currently has the following priority outcomes for the people of Cambridgeshire

* Communities at the heart of everything we do
* A good quality of life for everyone
* Helping our children learn, develop and live life to the full
* Cambridgeshire: A well-connected, safe, clean, green environment
* Protecting and caring for those who need

Further information about the current business plan can be found here: [Business plan 2021 to 2022 - Cambridgeshire County Council](https://www.cambridgeshire.gov.uk/council/finance-and-budget/business-plans/business-plan-2021-to-2022)

The Authority declared a Climate and Environment Emergency in May 2019, which set us on a pathway to securing a sustainable future for our County and its residents. Reducing carbon emission and enhancing the natural environment is an increasing priority for us as we strive to embed positive environmental outcomes across our organisation:

Further information about this can be found here: [Climate Change, Energy and Environment - Cambridgeshire County Council](https://www.cambridgeshire.gov.uk/residents/climate-change-energy-and-environment)

CCC is responsible for the upkeep and maintenance of the region’s roundabouts. The key consideration is that the roundabouts are safe for road users. This means they cannot be overgrown to such a point that visibility is adversely affected.

CCC have had a contract for roundabout sponsorship for many years, with periodic reviews but continuing largely unchanged. Under the terms of the original contract the provider took responsibility for the advertising on 58 roundabouts, with others from the districts planned to come under the contract as individual historic agreements ended. Records from the time show very few roundabouts were unsponsored. Neither CCC nor the provider were required to apply for Advertising Consent, and the provider would eventually maintain all 180 roundabouts in the County, regardless of whether they hosted advertising activity. It is noted that by maintaining the roundabouts the provider gives the benefit of a cost avoidance to the Authority, although the exact figure attributed to this is to be confirmed.

Cambridge City have a similar contract with the same provider; their contract covers fewer roundabouts and does not include the maintenance of the City roundabouts as these are directly managed by City Council (and subsided by Cambridgeshire County Council as the owners of the roundabouts). The City Council has indicated that CCC can include these roundabouts in any procurement exercise, although there will need to be a discussion around any future split in profits.

**OBJECTIVES AND ASSUMPTIONS**

**Objectives**:

1. All roundabouts are safe for motorists and are maintained to a suitable minimum standard, i.e. safe levels of visibility.
2. Advertisements will generate an improved income and adhere to [the CCC Advertising and Sponsorship Policy](https://www.cambridgeshire.gov.uk/asset-library/advertising-and-sponsorship-policy-2022.pdf)
3. Any solution will be aligned to the corporate priorities regarding biodiversity and social value.

**The following assumptions have been made:**

* Planning permission for advertisements will continue to be granted, whoever has responsibility.
* The officer resource necessary to manage the contract or provision is provided internally by CCC

## Soft Market Test Timetable

* 1. Please read this document and if you feel that your organisation is able to contribute to this exercise**, please complete the questionnaire at the end of this document and return via email to** [**Jon.collyns@cambridgshire.gov.uk**](mailto:Jon.collyns@cambridgshire.gov.uk) **by 5pm Friday 17th February.**
  2. Responses to the questionnaires will be used to help inform our service specifications and preferred procurement approach. If we need to seek any additional clarification or detail around a response, then we will contact the responder directly.

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| --- | --- |
| **Stage** | **Date** |
| Deadline for receipt of responses to Soft Market Test. | 5pm Friday 17th February 2023 |
| Review of Responses | From Monday 20th February |
| Estimated Procurement Documentation Release | Summer 2023 |

* 1. Potential responders will not be prejudiced in any future procurement processes by either responding or not responding to this soft market test exercise.

# Section 2: Identification of Requirement

## Section A: Organisation and Contact Details

|  |  |
| --- | --- |
| **Question** | **Response** |
| Name of your organisation |  |
| Registered office (if applicable) |  |
| Trading address (if different from office) |  |
| What if any local connections do you have with the authority? |  |
| Name of person whom any queries relating to this questionnaire should be addressed |  |
| Telephone Number(s) |  |
| Email |  |
| Address if different to above |  |

## Section B: Questions

Please note you do not need to resize the table; it will automatically adjust to fit your response.

|  |
| --- |
| 1. Would you be interested in tendering for this opportunity? |
| 1. What key factors do you think should be considered when assessing the quality of a potential supplier? |
| 1. What is your experience of operating a roundabout sponsorship contract? |
| 1. Are there any pre-existing frameworks for this requirement that are open to CCC that you are aware of, which may mean a full open tender process is not required? |
| 5. What experience do you have of operating a revenue share arrangement, and what suggestions would you have based on your experience as to the best way to shape this area for both the provider and the Authority? |
| 6. Would you propose to subcontract some services? If so, which services and to what extent would they be, subcontracted? |
| 7. How do you suggest we may incorporate Social Value into our tender process and then subsequent contract? |
| 8. What do you consider a realistic implementation period for establishing this new contract? |
| 9. What length of contract do you recommend and why? |
| 10. How do you suggest inflation and other indices are treated during this contract? |
| 11. What data do you require to bid and how do shortfalls impact on pricing? |
| 12. What do you feel are the most important and/or costly risks in this process, and why? |
| 13. Interested parties will have noted the Advertising and Sponsorship policy; how will you balance / seek to maximise income whilst noting the policy? |
| 14. Is there anything we could do to encourage bidders to bid (Within reason)? |
| 15. Do you have any further comments or suggestions to make? |