

**SPECIFICATION FOR**  
**The Hidden Disabilities Sunflower Scheme 2023-25**

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## **1. Overview of National Highways**

- 1.1** We are the government company charged with operating, maintaining, and improving England's motorways and major A roads. Formerly the Highways Agency, we became a government company in April 2015. Link to [National Highways](#)

### **1.2 Our responsibilities**

Our road network totals around 4,300 miles. While this represents only 2 per cent of all roads in England by length, these roads carry a third of all traffic by mileage and two thirds of all heavy goods traffic.

- 1.3** We will deliver £27.4 billion of investment on our road network as described in the government's second Road Investment Strategy (RIS2).

- 1.4** This includes £14.2 billion of capital funding committed between 2020 and 2025 – as set out in our Strategic Business Plan & Delivery Plans.

Link to [Strategic Business Plan](#)

### **1.5 Our aims**

Our ambition is to ensure our major roads are more dependable, durable and – most importantly – are safe. We work hard to make sure our road network is:

- free flowing – where routine delays are infrequent, and journeys are reliable.
- safe and serviceable – where no one should be harmed when travelling or working.
- accessible and integrated – so people are free to choose their mode of transport and can move safely across and alongside our roads.

We further aim to:

- support economic growth with a modern and reliable road network that reduces delays, creates jobs, helps business and opens up new areas for development.
- ensure our activities result in a long-term and sustainable benefit to the environment.

## **2. General Overview**

- 2.1** The Sunflower is a discreet way to indicate to others, that they need additional support, help or a little more time because of a hidden disability.
- 2.2** Displaying the Sunflower allows disabled road-users to give an early indication to Traffic Officers that they have specific needs which may require additional support thus allowing Traffic Officers to tailor their approach where appropriate.
- 2.3** The Hidden Disabilities Sunflower scheme has been adopted globally by major airports and venues, and in the UK, by many supermarkets, railway and coach stations, leisure facilities, small and large businesses, the NHS, as well as many blue light response services since its launch in 2016.
- 2.4** In 2021 National Highways worked with Hidden Disabilities Store to develop a sticker and magnet that could be displayed on the rear of vehicles for the use of disabled people, in situations when a lanyard would not be visible to relevant other people, such as Traffic Officers attending an incident on the motorway.
- 2.5** The contract shall commence on the 1st of April 2023 for a period of two (2) years ending 31st March 2025.

## **3. Scope of Requirements / Specification**

- 3.1** The key aim of this proposal is for the supply of Sunflower stickers and magnets. National Highways are looking for a supplier to provide products that allow our staff as well as others to recognise that passengers within a vehicle may require additional or tailored support which could be due to a disability or impairment.
- 3.2** The preferred products are stickers and magnets that the customer can use that attaches to interior and exterior of their vehicles. These products should allow others to easily identify customers who may require additional support and therefore these products should be supported by a nationally or internationally recognised scheme.
- 3.3** The appointed supplier will provide Sunflowers stickers & magnets for customers with hidden disabilities and deliver free of charge at point of order to the customers home address.
- 3.4** Stickers and magnets will be supplied with a safety information leaflet which will advise customers on how to use the sunflower safely when travelling on the strategic road network, how to seek help in the event of an incident, and any other relevant advice for disabled road users. The content and design of this leaflet will be agreed with National Highways and may be updated once a year to reflect changes in services or safety advice.

### **3.5 Sunflower Sticker / Magnet Requirements**

The items will need to conform to the specification as detailed in Annex A.

## **4. Orders / Pricing & Performance**

- 4.1** National Highways does not guarantee any order volumes and as such these will be placed on a supply and demand basis as determined by National Highways.
- 4.2** Customers will then order the products through the supplier's web portal and / or the Motorways Service Areas (MSAs). The supplier will then package and post them accordingly. The supplier will then gather insight on customers' orders.
- 4.3** The supplier will manage customer orders ensuring customers can only order one free sunflower for their vehicle per online Sunflower account.
- 4.4** Once agreed, pricing per item will be fixed throughout the duration of the contact term. Orders are placed directly by the customer to the supplier, following this the supplier submits invoices to National Highways and invoices will be paid in arrears.
- 4.5** In addition to the supply of the Sunflower, Stickers and Magnets, National Highways will require the supplier will provide the following:
- Number of orders received for products per month (for customers and MSAs)
  - Number of products dispatched.
  - Give updates on orders and stock levels monthly.
  - Any narrative to support data collected.
  - Gather customer insight providing regular performance reports on customer usage, satisfaction, feedback, and engagement.
- 4.6** The supplier must ensure they comply with National Highways Data Protection Policy Ref: NHPOL0097.

## ANNEX A

## Product A Specification:

<b>Product Type:</b>	Sunflower Sticker
<b>Dimension:</b>	Should be no larger than 100mm diameter.
<b>Composition:</b>	Self-adhesive vinyl with reflective properties.
<b>Use:</b>	For applying to the external surface of a vehicle window and can be removed without any damage to the vehicle.

## Product B Specification:

<b>Product Type:</b>	Sunflower Magnet
<b>Dimension:</b>	Should be no larger than 100mm diameter.
<b>Composition:</b>	Printed magnetic vinyl with reflective properties.
<b>Use:</b>	For applying to the external metal surface of the vehicle and can be removed without any damage to the vehicle.