



St John

Terms of Reference

SJAK/PROC/4/22-23

Road Safety Drill Event Management

Tender Road safety drill event management in Kiambu County, at Lari black spot area

St John Ambulance Kenya with support from Johanniter International Assistance.

Synopsis of the tender Opportunity (Individual / Registered firm)

Solicitation Reference No.	SJAK/PROC/4/22-23
Title of Solicitation	Road Safety Drill Event Management
Duration of the Assignment	5 days
Point of contact for clarifications, questions and amendments	St John Ambulance Kenya procurement, procurement@stjohnkenya.org
Email Address for submission of Proposals/ Quotes	St John Ambulance Kenya General Procurement, procurement@stjohnkenya.org
Solicitation Issue Date	20/05/2022
Initial Deadline for Submission of Proposals	06/06/2022
Anticipated Award Type	contract
Submission and Evaluation Criteria	<p>Mandatory Eligibility Requirement</p> <ul style="list-style-type: none"> i. Must be an Individual/ Registered firm consultant ii. Where applying as a firm provide a company profile and CVs of Key Personnel, Individuals to provide C. Vs with a minimum of three references of previously done and completed assignments. iii. When applying as a firm, the consultant must provide the certificate of Incorporation/ Business Registration/ valid tax compliance certificate

Terms of Reference

1. Background and Rationale.

St John Ambulance is a first aid and health charity organization incorporated in the Republic of Kenya under the St John Ambulance of Kenya Act, Cap. 259 of the Laws of Kenya with mandates to provide emergency medical support to communities promote charitable works aimed at reducing human suffering and provide technical reserves to the medical services of the Government and security agencies of Kenya among other functions.

The worrying trend of road accidents is becoming a serious concern to St John Kenya, its partners and the country at large. A recent report by the National Transport Safety Authority (NTSA) shows that 4347 people died in road crashes in 2021, up from 3975 in 2020.

This trend can be intervened by creating awareness about pedestrian safety through workshops, training of highway emergency first responders among others. But most importantly, gauging the preparedness and response time in case an accident occurs is very key towards reducing the fatalities during accidents.

St John anticipates to conduct a road safety Drill on 24th June 2022, since the activity is part of the planned activities in the 2022 plan under the first responders project. This will be in liaison with key partners in the transport sectors i.e. the National Transport Safety and Authority, county government department of fire and ambulance, fire department National police.

The main aim of the drill is to identify gaps in the first response and communication between different stakeholders involved with an intention of making recommendations for improvement.

1.1. Overall Objective

The main objective is to provide state of the art management of this event

Specific Objectives of the road safety drill event are:

- i. To assess the ability of safeguarding life and property in case of an emergency.
- ii. To Exercise strategies that will manage the fire that arise.
- iii. To Assess and evaluate the effectiveness of internal response team and agencies and the Highway Emergency Response Plan (HERP)
- iv. To Evaluate public behavior at crash scenes.
- v. To sensitize the public on road safety

2. Deliverables.

The applicant shall deliver the following:

- Detailed work plan for the 5 days' assignment.
- Detailed design, agenda, and preparation schedule for the event
- One (1) event successfully planned, managed, and executed.
- Post-event Report, detailing lesson learned, suggestions for future events, and post follow up recommendations.
- Full day event in mutually agreeable venue attended by 100 guests

- Event report in soft not more than 20 pages
- List of participants for the event
- Video of edited 15 minutes of the event highlighting
 - Video to capture main highlights of the speeches from Chief Guest, Main partners and representatives
 - Video to contain drill enactment in detail from all camera angles
 - Video to capture a few shots from parallel Blood drive event on site
 - Video to capture a 2 short interviews of first responders saying how they respond to such scenes.
 - Contain clips of eyewitnesses/bodaboda on site/other motorists (edit out or blur number plates)
 - Clips to clearly identify in long shot, medium and close ups of teams in branded apparels/banners on site
 - Edited video to have necessary graphics to enhance its flow and clarity e.g. name tags/intro/outro/
 - Video to capture natural sounds during the enactment e.g. reaction from the public/ambulance teams etc.
- 50 high resolution photos for the event in high in soft copy capturing from the start to the end of the event. MUST have, enactment scene photos and partners representatives at the scene. Photos to show presence of St John Ambulance on site. (picture enhanced where necessary).
- Link for the online video streamed on the St. John website

Responsibilities of the event manager for the road safety drill:

- I. Provide 1- 100 seater Tent and 100 plastic chairs for the event;20 of which are with arm rest and dressed for the VIP
- II. Provide good sound/public address system and a Master of Ceremony (MC) for the event.
- III. Provide Stage, and Podium for use during the event. The stage should be decorated in St John Ambulance colors.
- IV. Provide Generator at least 10KVA in capacity. The Generator should be able to provide power during the whole day.
- V. Provide two sided Mobile toilets with cleaning detergents and around the clock cleaner
- VI. Provide videography and photography coverage for the event.
- VII. Record the physical event for online streaming on St. John website and social media handles and provide a file of the recording for posting online.
- VIII. Post-event video editing of key sessions into video snippets with key messages for the website and social media sharing
- IX. Stream the event live on St John Ambulance social media platforms

- X. Provide dancers/entertainment crew and 3road safety themed skits for the event
- XI. Provide event security
- XII. Acquire licenses from public health, traffic, MSK, NEMA, and county government
- XIII. Provide barricades for the event venue
- XIV. Provide megaphones to be used during event simulation
- XV. Provide final event report to St John
- XVI. Keep record of attendance of participants, resource persons, guests in the workshop

Responsibilities of St. John:

- I. Provide venue for the event
- II. Ensure timely payment for the event management consultant
- III. Provide wreckage and towing vehicle for simulation
- IV. Mobilize relevant participants and stakeholders for the event

4. Duration of Assignment.

This is a 5-day assignment, with the assignment break down as below;

- 1) 2 days for preparation period
- 2) 1 day for the main event.
- 3) 3 days for post event video editing and final event report approved and acceptance by St John Ambulance.

5. Qualifications and Experience of Consultant

The independent consultant/consultancy firm must demonstrate experience and expertise as follows:

- i. 5+ years of communications and events experience, including design and management
- ii. customer service skills.
- iii. Creative design skills in outdoor Event Production.
- iv. Background training and working knowledge in emerging technologies, and methodologies for physical engagement and communications would be highly desirable.
- v. Experience in crowd mobilization entertainment
- vi. experience multimedia production i.e. live streaming, photography and videography
- vii. Experience in designing and managing events in Kiambu County and environs
- viii. Previous, related event management on emergency drills
- ix. Ability to work on tight schedules and under pressure to produce desired results
- x. Knowledge of English and Swahili languages. Local language knowledge is desirable but not a must especially for the MC of the event.

6. Application requirement.

- i. A technical proposal detailing understanding of the task, proposed methodologies of the consultancy, expected activities and deliverables (Must be submitted in PDF format).
- ii. Financial proposal submitted in KES and not any other currency. Fees, logistics for the team, transport of the equipment, meals and allowances.
- iii. A detailed work plan for the activity to be carried out in the 5 days as per the contract
- iv. If applying as a firm, the applicant must provide a Certificate of Incorporation/Business Registration and tax compliance certificate

Professional references: Please provide at least 3 references with full contact details and short write up of previously completed assignments.

Please note St. John Ambulance will not take care of any logistics and personal costs related to this Assignment, the applicant should have this factored in their financial proposal.

Evaluation Criteria:

Evaluation Criteria	Sub criteria/Description	Score
Consultant Academic and Professional Qualification	<ul style="list-style-type: none"> i. 5+ years of communications and events experience, including design and management ii. iii. customer service skills. iv. Creative design skills in outdoor Event Production. v. At least five years of experience in events management vi. Background training and working knowledge in emerging technologies, and methodologies for physical engagement and communications would be highly desirable. vii. Experience in crowd mobilization entertainment viii. experience multimedia production i.e. live streaming, photography and videography 	30%

Consultant Prior Work Experience	<ul style="list-style-type: none"> i. Experience in corporate event management ii. Sample of at least 3 similar work done with references iii. Knowledge and understanding of theories, concepts, and approaches relevant to event management. 	25%
Methodology/Approach	<p>Understanding of the terms of reference that includes:</p> <ul style="list-style-type: none"> I. Outline of methodology and approach of implementing this assignment. II. Proposed assignment plan that includes clear timelines for the assignment that demonstrates the understanding of the assignment expectation. III. Detailed financial proposal and budget breakdown based on expected daily rates and initial work plan. The budget should be inclusive of all costs required to complete the activities, such as logistics. IV. Detailed technical Proposal Maximum 10 pages 	35%
Language and analytical skills	<ul style="list-style-type: none"> i. Strong analytical and information presentation skills ii. Fluency in English and Swahili is mandatory. iii. Highly detail-oriented. iv. 	10%

Only consultants scoring 75% or above will be invited to participate in the next round of procurement: presentation of technical bids.

N/B There will be no financial negotiations, as per The German Federal Ministry for Economic Cooperation and Development (BMZ) guidelines.

Application procedure

Please send in a short but detailed technical and cost proposal with an itemized budget and the proposed timeframe in response to the above scope and intended deliverables to procurement@stjohnkenya.org
The email submission should have the words “**SJAK/PROC/4/22-23 Road safety Drill Event Management**” as the subject line of your email response by 6th June 2022 1700hrs.