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Award

## **TfGM 2 Wheels GM Contract**

Transport for Greater Manchester

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-000569

Procurement identifier (OCID): ocds-h6vhtk-05ffdc

Published 6 January 2026, 10:54am

### **Scope**

### **Reference**

2025 / 461

### **Description**

TfGM require a new contract with Dynamic Advertising (Dynamic) for access to the 2 Wheels Greater Manchester (2WGM) brand and to provide motorbike safety training in workplaces across GM.

The current contract with Dynamic ends in January and given the branding copyright and lack of alternative provider (that can provide this training in the workplace), the intention is to continue with this service going forward.

The new contract will be a 2+1-year term contract.

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## **Contract 1**

### **Supplier**

- Dynamic Initiatives Ltd

### **Contract value**

- £287,985 excluding VAT
- £345,582 including VAT

Above the relevant threshold

### **Earliest date the contract will be signed**

31 January 2026

### **Contract dates (estimated)**

- 31 January 2026 to 30 January 2028
- Possible extension to 30 January 2029
- 3 years

Description of possible extension:

If the third year of this contract is required then this extension will be used.

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services
- 80550000 - Safety training services

## **Contract locations**

- UKD3 - Greater Manchester

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

- Single supplier - intellectual property or exclusive rights
- Extreme and unavoidable urgency

The intention is to direct award this contract to Dynamic using Schedule 5 part 5 of the Procurement Act. As this supplier provides a copyrighted product and there are no suitable alternatives in the market (given how this product is specifically designed for motorcycle users in the workplace, an area that isn't covered by anyone else).

Dynamic has developed a website and brand (2 Wheels GM) over the years of working with TfGM and they own the rights on that name. The 2 Wheels GM brand has become known across GM by the motorcycle community (something which TfGM has struggled in the past to access) and has helped promote motorcycle safety.

A number of local businesses and employers have signed up to the 2 Wheels GM website over the years, where they share this information with their employees, to push the message further out there.

To start with a new supplier of this service now, would mean losing access to this brand and a loss of all of the work that has been put in previously to get the brand recognised and accepted.

\*Please note that this contract is not a contract with 'Extreme and Unavoidable urgency' as has been ticked.

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## Supplier

### **Dynamic Initiatives Ltd**

- Companies House: SC224566

8 Walker Street

Edinburgh

EH3 7LH

United Kingdom

Email: [enquiries@goodeggsafety.com](mailto:enquiries@goodeggsafety.com)

Region: UKM75 - Edinburgh, City of

Contract 1

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## Contracting authority

### Transport for Greater Manchester

- Public Procurement Organisation Number: PNJQ-2746-NWYT

2 Piccadilly Place

Manchester

M1 3BG

United Kingdom

Email: [procurement@tfgm.com](mailto:procurement@tfgm.com)

Website: <https://tfgm.com>

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government