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Tender

## **TfGM Sponsorship Agency Service Framework**

Transport for Greater Manchester

F02: Contract notice

Notice identifier: 2021/S 000-005116

Procurement identifier (OCID): ocds-h6vhtk-029b6d

Published 12 March 2021, 7:16pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for Greater Manchester

Transport for Greater Manchester, 2, Piccadilly Place,

Manchester

M1 3BG

#### **Contact**

Mr Imran Lobania

#### **Email**

[imran.lobania@tfgm.com](mailto:imran.lobania@tfgm.com)

#### **Telephone**

+44 1612441831

#### **Country**

United Kingdom

**NUTS code**

UKD3 - Greater Manchester

**Internet address(es)**

Main address

<http://www.tfgm.com>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://procontract.due-north.com/register>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://procontract.due-north.com/register>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Facilitation of Public Transport

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

TfGM Sponsorship Agency Service Framework

Reference number

DN532050

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Transport for Greater Manchester (TfGM) seeks to establish a Framework to cover Sponsorship Agency Services. TfGM have made available an invitation to tender to procure services within two Lots tilted: Lot 1: Sponsorship Asset Valuation and Lot 2: Taking Sponsorship Opportunity to Market.

#### **II.1.5) Estimated total value**

Value excluding VAT: £800,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

Sponsorship Asset Valuation

Lot No

1

**II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

**II.2.4) Description of the procurement**

Procurement for the establishment of a Framework to cover Sponsorship Agency Services.

TfGM's Commercial team has been successfully generating income through the exploitation of TfGM's diverse assets over the last few years; identifying and delivering new and innovative commercial partnerships aligned to the strategic principles of the Commercialisation Strategy and the Greater Manchester Transport Strategy 2040. This work has included successful partnerships with Vodafone (official Metrolink wifi sponsor), intu Trafford Centre (stop naming rights) and numerous campaigns with major events and brands within GM, including Ikea, BBC, Manchester International Festival and RHS. The team won the Silver Award in the Media Sales category in the Prolific North Awards 2019 and have delivered increased income levels as a result of their commercial partnerships work year on year.

We anticipate that further opportunities will be identified and developed as a result of this procurement and believe that TfGM is able to offer many potential and visible opportunities, including the ability to reach both mass and specifically targeted audiences; a strong positive brand association with Manchester; the opportunity to provide a real life showcase of products and services and the ability to satisfy a wide range of marketing objectives.

This procurement seeks to provide a framework agreement made up of two Lots tilted: Lot 1: Sponsorship Asset Valuation and Lot 2: Taking Sponsorship Opportunity to Market.

Lot 1 of the framework requires agencies to support with the valuation and viability of existing projects within its portfolio but also to assist with the identification of opportunities not currently scoped for commercial sponsorship. The agencies should be able to help TfGM respond to demands from the market regarding the types of projects brands are looking to invest in.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **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) Description**

### **II.2.1) Title**

Taking Sponsorship Opportunity to Market

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3) Place of performance**

NUTS codes

- UKD3 - Greater Manchester

## **II.2.4) Description of the procurement**

Procurement for the establishment of a Framework to cover Sponsorship Agency Services.

TfGM's Commercial team has been successfully generating income through the exploitation of TfGM's diverse assets over the last few years; identifying and delivering new and innovative commercial partnerships aligned to the strategic principles of the Commercialisation Strategy and the Greater Manchester Transport Strategy 2040. This work has included successful partnerships with Vodafone (official Metrolink wifi sponsor), intu Trafford Centre (stop naming rights) and numerous campaigns with major events and brands within GM, including Ikea, BBC, Manchester International Festival and RHS. The team won the Silver Award in the Media Sales category in the Prolific North Awards 2019 and have delivered increased income levels as a result of their commercial partnerships work year on year.

We anticipate that further opportunities will be identified and developed as a result of this procurement and believe that TfGM is able to offer many potential and visible opportunities, including the ability to reach both mass and specifically targeted audiences; a strong positive brand association with Manchester; the opportunity to provide a real life showcase of products and services and the ability to satisfy a wide range of marketing objectives.

This procurement seeks to provide a framework agreement made up of two Lots tilted: Lot 1: Sponsorship Asset Valuation and Lot 2: Taking Sponsorship Opportunity to Market.

Lot 2 of the framework requires agencies to either lead or support with taking the opportunity identified to the market to achieve and exceed the estimated revenue from organisations suitable for an organisation such in the public sector as TfGM.

## **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Details relating to conditions for participation, including minimum criteria, will be set out in the Invitation to Tender documentation made available via Pro Contract.

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Transport for Greater Manchester's particular conditions are set out in the Invitation to Tender documentation made available via Pro-contract.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

12 April 2021

Local time

4:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

12 April 2021

Local time

4:30pm

Information about authorised persons and opening procedure

A duly authorised TfGM procurement representative will verify and release the submissions in Pro Contract.



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

- Additional information and visibility of Invitation to Tender documentation is via <http://procontract.due-north.com/register> and the opportunity is project reference DN532050.
- Please note the return date and time in IV2.2 is the final date for submission of the completed Invitation to Tender.
- This Procurement process will be conducted through the ProContract e-tendering portal and any submission made outside of this portal will be disqualified.
- All communications, including tender submission must be written in English and priced in pounds sterling.
- Nothing in this procurement process is intended to form any express or implied contractual relationship between parties unless and until the award of a contract is concluded.
- Any contract entered into as a result of this procurement will be considered to be a contract governed by English Law and subject to the exclusive jurisdiction of the Courts of England and Wales.
- TfGM is not liable for any costs, fees or expenses (including third party costs, fees or expenses) incurred by those expressing an interest in, negotiating or tendering for this contract opportunity.
- TfGM reserves the right to terminate this procurement process or to amend or vary the process at any time prior to the conclusion of the award of contract without liability to any party.
- Applicants are advised that the most economically advantageous tender or any tender will not automatically be accepted.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Transport for Greater Manchester

Manchester

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

TfGM will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to receive further debriefing from the contracting authority before the contract is entered into.

Applicants who are unsuccessful shall be informed by TfGM as soon as possible after the decision has been made as to the reasons why the applicant was unsuccessful. Should additional information be required it should be requested of the addressee in section I.1. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts

Regulations 2015 (SI 2015 No.102), as amended, provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 30 days). If a declaration of ineffectiveness is sought, any such action must be brought within 30 days where TfGM has communicated the award of the contract and a summary of reasons to tenderers, or otherwise within 6 months. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may, depending on the circumstances, award damages, make a declaration of ineffectiveness, order TfGM to pay a fine, and/or order that the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.