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Tender

## **GM Foster Carer Recruitment & Marketing Platforms**

Greater Manchester Combined Authority

F02: Contract notice

Notice identifier: 2022/S 000-009177

Procurement identifier (OCID): ocids-h6vhtk-032a74

Published 5 April 2022, 5:48pm

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

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

Greater Manchester Combined Authority

Greater Manchester Fire and Rescue Service Headquarters, 146 Bolton Road, Swinton

Salford

M27 8US

#### **Contact**

Ms Jayne Whitehead

#### **Email**

[jayne.whitehead@greatermanchester-ca.gov.uk](mailto:jayne.whitehead@greatermanchester-ca.gov.uk)

#### **Telephone**

+44 7966025144

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.manchesterfire.gov.uk/>

Buyer's address

<http://www.manchesterfire.gov.uk/>

**I.3) Communication**

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

<https://www.the-chest.org.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.the-chest.org.uk/>

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

GM Foster Carer Recruitment & Marketing Platforms

Reference number

DN593850

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

- 48000000 - Software package and information systems

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

Supplies

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

The GMCA are looking for a partner / partners to provide a Digital Marketing Recruitment Service to help us increase the number of approved foster carers in Greater Manchester's LAs, to meet current and future sufficiency requirements for our looked after children.

The objectives of this Service are to:

- Develop and deliver a marketing and engagement strategy, utilising a range of content and media channels to reach a larger population of potential foster carers for the GM LAs.
- Generate high-quality leads, at appropriate volumes in line with the GM's recruitment target, which are passed to the LAs seamlessly, who will then take forward the enquiries.
- Provide marketing and data insight and expertise to support the LA Fostering Teams, supporting the development of a high quality foster carer recruitment journey.

To achieve this, there are three main strands of work:

1. GM-wide Foster Carer Recruitment Campaign
2. Shared Foster Carer Recruitment Website
3. Customer Journey Support including a shared CRM

More details are provided in Section 4: Requirement / Specification. We reserve the right to award a contract just for items 1 and 2, and remove item 3 from the scope of work.

Each GM LA will continue to have their own local marketing campaigns, so the service provider(s) will also need to work with LA partners to ensure that the GM-wide marketing complements and strengthens local activity, as well as draw on local marketing expertise.

This project will be based on strong partnership working, and bids from consortia as well as individual organisations are welcome.

The budget available for this project is £250,000 and we expect tenders at this value, and at least £100,000 should be reserved for actual marketing activity / media buying. Tenders exceeding a total value of £250,000 and that have less than £100,000 allocated to media buying will not be considered.

The contract is expected to commence on 1 July 2022 and last 18 months. There is provision to extend the work by two 6-month periods, in case there are delays, but there would be no change to the budget. The GMCA reserves the right not to award the CRM element of the offer as it is undergoing a review of existing internal systems that may also have been invested in that may give the project more longevity. All documentation is available via the chest e procurement portal

<https://www.the-chest.org.uk/>

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

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<https://www.the-chest.org.uk/> Please see full documents for a full explanation of the requirement and the assessment and evaluation process.

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

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

#### **II.2.6) Estimated value**

Value excluding VAT: £250,000

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

Duration in months

18

This contract is subject to renewal

Yes

Description of renewals

Possible extensions 2 x 6 months

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

Variants will be accepted: No

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

Options: No

#### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

#### **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 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: No

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

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

Date

6 May 2022

Local time

12:00pm

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

English

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

Date

6 May 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

This procurement process will be undertaken via GMCA's electronic Contract & Tender Management System, [www.the-chest.org.uk](http://www.the-chest.org.uk). For organisations to be considered for the contract, they must register an expression of interest & provide the required information via

this portal. For technical problems, please Email: [ProcontractSuppliers@proactis.com](mailto:ProcontractSuppliers@proactis.com)

telephone: +44 330 005 0352. The Authority gives no guarantee or warranty or makes any

representation as to the accuracy of any indicative volumes/work.

This notice is for a single or partnership supplier to deliver a digital offering for the recruitment of foster carers through a targeted market campaign and dedicated website and potentially a CRM support to support the project. Please read all tender documentation being made available to consider if you would like to submit a proposal to this opportunity

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

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

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom