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Award

Marketing Manchester Business Plan 2025-26

Greater Manchester Combined Authority

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

Notice identifier: 2025/S 000-011988

Procurement identifier (OCID): ocds-h6vhtk-04fa9a ([view related notices](#))

Published 31 March 2025, 12:20pm

Scope

Reference

GMCA 1482

Description

Delivery of Marketing Manchester's annual Business Plan 2025-26

Contract 1. GMCA 1482 Marketing Manchester Business Plan 2025/26

Supplier

- [MARKETING MANCHESTER](#)

Contract value

- £2,108,400 including VAT

Above the relevant threshold

Earliest date the contract will be signed

31 March 2025

Contract dates (estimated)

- 1 April 2025 to 31 March 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UKD3 - Greater Manchester

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- Single supplier - intellectual property or exclusive rights
- Single supplier - technical reasons

The Supplier was incorporated as a Company Limited by Guarantee on the 30 April 1996 with the following company objectives:

To promote the economic benefits of Greater Manchester and its surrounding regions ("the Area").

To create and develop a widely accepted marketing image for the Area.

To co-ordinate and integrate marketing on behalf of the Area across the public and private sector.

To create partnerships and appropriate methods of communications in furtherance of these objectives.

The Supplier is the agency charged with promoting Greater Manchester nationally and internationally as a place to visit, invest, meet, and study. The Supplier's work is an essential component to successfully raise the profile of Manchester as the gateway to the North and improve global perceptions and city ranking. The Supplier is the city-region's destination marketing organisation, which also incorporates the official tourist board for Greater Manchester, as well as the Manchester Convention Bureau. The Supplier supports Manchester Investment and Development Agency Service Limited ("MIDAS"), Manchester's inward investment agency, in the delivery of promotion focusing on priority sectors and campaigns including digital, innovation and green. The Supplier's work is informed by the Greater Manchester Tourism Strategy, Destination Management Plan, Greater Manchester International Strategy, Greater Manchester Strategy and the Greater Manchester Economic Vision.

The supplier is the designated Destination Management Organisation for Greater Manchester.

In April 2023, Marketing Manchester received confirmation of Visit England Local Visitor Economy Partnership (LVEP) status. As the official agency charged with promoting Greater Manchester nationally and internationally as a place to visit, invest, meet, and study for over 25 years, the work that Marketing Manchester undertakes is essential for raising not only the profile of the city-region itself, but also for Manchester as the gateway to the north of England, and for overall global perceptions of UK cities. Marketing Manchester incorporates the official tourist board for Greater Manchester, as well as the Manchester Convention Bureau, whilst also delivering promotion focused on priority business sectors and campaigns including digital, innovation, and green.

Supplier

MARKETING MANCHESTER

- Companies House: 03192592
- Public Procurement Organisation Number: PVNN-1864-QHGM

Lee House

Manchester

M1 5JW

United Kingdom

Email: victoria.braddock@marketingmanchester.com

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1. GMCA 1482 Marketing Manchester Business Plan 2025/26

Contracting authority

Greater Manchester Combined Authority

- Public Procurement Organisation Number: PXBN-3793-LCTQ

56 Oxford Street

Manchester

M1 6EU

United Kingdom

Email: procurement@manchesterfire.gov.uk

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government