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Planning

GMCA1209 - Our Pass Promotion and Exclusives Service

Greater Manchester Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-014281

Procurement identifier (OCID): ocids-h6vhtk-05008c ([view related notices](#))

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Scope

Reference

GMCA1209

Description

Our Pass was launched as a pilot in 2019 to give young people aged 16-18 greater access to educational, leisure, social and cultural activities through a free or discounted public transport offer and access to a range of exclusive offers and discounts.

Additional to the travel offer, there is also an 'Exclusives' offer for Our Pass users. Greater Manchester Combined Authority (GMCA) hold the strategic ownership of a separate contract that sits alongside and complements the Our Pass travel offer. Currently named 'Our Pass Exclusives', the service allows the holders of Our Pass to access a range of offers, experiences, discounts, and freebies giving them greater access to cultural, sporting and

leisure activities and empowering young people to make the most of their free travel offer.

GMCA are now looking for an organisation to deliver a suite of services that will underpin the Our Pass travel offer, working alongside GMCA and TfGM to ensure that Our Pass is connected to and embedded within our growing strategic offer for young people across GM.

This new service will encompass what is currently delivered under Our Pass Exclusives, but with a refreshed scope to align the service with GMCA and TfGM's evolving developments and priorities for young people in GM.

There are two main strands to delivery of the Our Pass Exclusives and Promotion service:

Sourcing and Managing Our Pass Exclusives

The successful bidder for this contract will be responsible for sourcing, onboarding and managing opportunities, offers and experiences for Our Pass holders.

These include, but are not limited to:

- Cultural and social offer - to encourage young people to access and participate in the rich cultural offer we have in Greater Manchester.
- Leisure and sporting activities - to provide young people with the opportunity to engage with and participate in sports and leisure activities both across Greater Manchester and in their local communities.
- Career opportunities and experiences - to connect and inspire Our Pass holders to workplace and career experiences.
- Offer and discounts - to provide discounts on leisure and retail activities, to capture the attention of young people and to attract them to engage in the entire Our Pass offer.

Engagement and Promotion for Our Pass and Our Pass Exclusives

The successful bidder for this contract will be required to deliver engagement and promotional activity for the Our Pass service as a whole - this includes both the Our Pass travel offer run by TfGM, and the Our Pass Exclusives offer as set out above.

The core requirements as part of this contract related to the promotion and engagement for Our Pass include:

- Our Pass promotional activity
- Developing a suitable brand for Our Pass Exclusives

- Social Media management
- Our Pass User Engagement

Total value (estimated)

- £1,520,000 excluding VAT
- £1,824,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 21 July 2025 to 20 July 2027
- Possible extension to 20 July 2029
- 4 years

Main procurement category

Services

CPV classifications

- 92000000 - Recreational, cultural and sporting services
- 98000000 - Other community, social and personal services

Contract locations

- UKD3 - Greater Manchester

Engagement

Engagement deadline

22 April 2025

Engagement process description

GMCA are inviting feedback from potential suppliers for the Our Pass Promotion and Exclusives service. In the published document (found at the link below), you will find a description of the service, indicative details of the procurement process and a set of questions we are looking for potential bidders/suppliers to complete and return to inform the final design of the procurement.

The deadline for returning your response to this pre-market engagement exercise is 5pm on Tuesday 22nd of April. Responses should be returned via the Chest.

<https://procontract.due-north.com/Advert?advertId=7cc25b4a-0216-f011-8136-005056b64545&p=e0cc5631-4690-e511-80fb-000c29c9ba21>

Participation

Particular suitability

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

Submission

Publication date of tender notice (estimated)

25 April 2025

Contracting authority

Greater Manchester Combined Authority

- Public Procurement Organisation Number: PXBN-3793-LCTQ

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Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government