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Contract

GM Foster Carer Recruitment & Marketing Platforms

Greater Manchester Combined Authority

F03: Contract award notice

Notice identifier: 2022/S 000-019063

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

Published 12 July 2022, 3:21pm

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 Bushra Dawood

Email

dawoodb@manchesterfire.gov.uk

Telephone

+44 1616084120

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.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

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.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £250,000

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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II.2.5) Award criteria

Quality criterion - Name: Technical & Quality / Weighting: 90

Price - Weighting: 10

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

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-009177](#)

Section V. Award of contract

Contract No

GMCA 426

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 July 2022

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Eleven Marketing & Communications Limited

Cheshire

CW5 5ET

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £250,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom