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Planning

Creative Services Framework

Transport for Greater Manchester

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

Notice identifier: 2025/S 000-021479

Procurement identifier (OCID): ocds-h6vhtk-0513ae

Published 14 May 2025, 5:06pm

Scope

Description

Transport for Greater Manchester (TfGM) are looking to appoint multiple marketing agencies to develop a Creative Services framework. The agencies will assist TfGM to develop and deliver multi-channel campaigns across Greater Manchester (GM) as well as our business-as-usual activity with the aim of encouraging more people to travel sustainably.

TfGM has been successful in delivering several engaging and high-profile campaigns in recent years and now wishes to expand on that success due to its growing responsibilities.

TfGM covers a wide remit of exciting and transformational projects across GM from delivering infrastructure for active travel including a cycle hire scheme, through to developing an app and providing major Public Transport services across tram, rail and bus networks.

Given this expansion and the fact marketing is a specialist area, TfGM's internal Marketing team is looking to source external support to help deliver its ambitions.

TfGM are looking to award suppliers under the following lots:

Lot 1: Strategy & Creative - includes marketing strategy, creative concepting, campaign creative, multi-channel campaign execution & production, seasonal planning, messaging strategy and audience & market analysis.

Lot 2: Artwork & Graphics - includes graphic design, creating artwork, versioning and copywriting.

Commercial tool

Establishes a framework

Total value (estimated)

- £1,850,000 excluding VAT
- £2,220,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 September 2025 to 31 August 2027
- Possible extension to 31 August 2029
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79822500 - Graphic design services

Contract locations

- UKD3 - Greater Manchester

Engagement

Engagement deadline

31 January 2025

The engagement was carried out before this notice was published.

Engagement process description

In January 2025 TfGM hosted a supplier day to run through the requirements of the new framework and engage with the marketplace.

This tender will be conducted via the ProContract procurement portal. To confirm your interest and receive an automatic invitation for this tender, suppliers can register for free using the following link: <https://procontract.due-north.com/Register>.

The opportunity can be found via project reference: DN759994

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

23 June 2025

Contracting authority

Transport for Greater Manchester

- Public Procurement Organisation Number: PNJQ-2746-NWYT

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United Kingdom

Email: sarah.findlay@tfgm.com

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government