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Contract

TfGM Sponsorship Agency Service Framework

Transport for Greater Manchester

F03: Contract award notice

Notice identifier: 2021/S 000-021483

Procurement identifier (OCID): ocds-h6vhtk-029b6d

Published 31 August 2021, 3:49pm

Section I: Contracting authority

I.1) Name and addresses

Transport for Greater Manchester

Transport for Greater Manchester, 2, Piccadilly Place,

Manchester

M1 3BG

Contact

Mr Imran Lobania

Email

imran.lobania@tfgm.com

Telephone

+44 1612441831

Country

United Kingdom

NUTS code

UKD3 - Greater Manchester

Internet address(es)

Main address

<http://www.tfgm.com>

Buyer's address

<http://www.tfgm.com>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Facilitation of Public Transport

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TfGM Sponsorship Agency Service Framework

Reference number

DN532050

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for Greater Manchester (TfGM) is to establish a Framework to cover Sponsorship Agency Services.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Lowest offer: £1 / Highest offer: £800,000 taken into consideration

II.2) Description

II.2.1) Title

Sponsorship Asset Valuation

Lot No

1

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Procurement for the establishment of a Framework to cover Sponsorship Agency Services.

TfGM's Commercial team has been successfully generating income through the exploitation of TfGM's diverse assets over the last few years; identifying and delivering new and innovative commercial partnerships aligned to the strategic principles of the Commercialisation Strategy and the Greater Manchester Transport Strategy 2040. This work has included successful partnerships with Vodafone (official Metrolink wifi sponsor), intu Trafford Centre (stop naming rights) and numerous campaigns with major events and brands within GM, including Ikea, BBC, Manchester International Festival and RHS. The team won the Silver Award in the Media Sales category in the Prolific North Awards 2019 and have delivered increased income levels as a result of their commercial partnerships work year on year.

We anticipate that further opportunities will be identified and developed as a result of this procurement and believe that TfGM is able to offer many potential and visible opportunities, including the ability to reach both mass and specifically targeted audiences; a strong positive brand association with Manchester; the opportunity to provide a real life showcase of products and services and the ability to satisfy a wide range of marketing objectives.

This procurement seeks to provide a framework agreement made up of two Lots tilted: Lot 1: Sponsorship Asset Valuation and Lot 2: Taking Sponsorship Opportunity to Market.

Lot 1 of the framework requires agencies to support with the valuation and viability of existing projects within its portfolio but also to assist with the identification of opportunities not currently scoped for commercial sponsorship. The agencies should be able to help TfGM respond to demands from the market regarding the types of projects brands are looking to invest in.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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

II.2) Description

II.2.1) Title

Taking Sponsorship Opportunity to Market

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Procurement for the establishment of a Framework to cover Sponsorship Agency Services.

TfGM's Commercial team has been successfully generating income through the exploitation of TfGM's diverse assets over the last few years; identifying and delivering new and innovative commercial partnerships aligned to the strategic principles of the

Commercialisation Strategy and the Greater Manchester Transport Strategy 2040. This work has included successful partnerships with Vodafone (official Metrolink wifi sponsor), intu Trafford Centre (stop naming rights) and numerous campaigns with major events and brands within GM, including Ikea, BBC, Manchester International Festival and RHS. The team won the Silver Award in the Media Sales category in the Prolific North Awards 2019 and have delivered increased income levels as a result of their commercial partnerships work year on year.

We anticipate that further opportunities will be identified and developed as a result of this procurement and believe that TfGM is able to offer many potential and visible opportunities, including the ability to reach both mass and specifically targeted audiences; a strong positive brand association with Manchester; the opportunity to provide a real life showcase of products and services and the ability to satisfy a wide range of marketing objectives.

This procurement seeks to provide a framework agreement made up of two Lots tilted: Lot 1: Sponsorship Asset Valuation and Lot 2: Taking Sponsorship Opportunity to Market.

Lot 2 of the framework requires agencies to either lead or support with taking the opportunity identified to the market to achieve and exceed the estimated revenue from organisations suitable for an organisation such in the public sector as TfGM.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 30

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.6) Information about electronic auction

An electronic auction will be used

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: [2021/S 000-005116](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Title

TfGM Sponsorship Agency Service Framework

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2021

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Reg & Co Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £800,000 taken into consideration

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V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 June 2021

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Phar Partnerships Ltd

Hitchin

Country

United Kingdom

NUTS code

- UKH2 - Bedfordshire and Hertfordshire

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £800,000 taken into consideration

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21 June 2021

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

The Superlative Group

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Lowest offer: £1 / Highest offer: £800,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Transport for Greater Manchester

Manchester

Country

United Kingdom