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Contract

## **GMCA 511 Gender Based Violence Campaign**

Greater Manchester Combined Authority

F03: Contract award notice

Notice identifier: 2022/S 000-026853

Procurement identifier (OCID): ocds-h6vhtk-034bd6

Published 26 September 2022, 1:11pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Greater Manchester Combined Authority

GMCA Offices, 1st Floor, Churchgate House, 56 Oxford Street

Manchester

M1 6EU

#### **Contact**

Ms Carys Hopcyn

#### **Email**

[nicola.wadley@greatermanchester-ca.gov.uk](mailto:nicola.wadley@greatermanchester-ca.gov.uk)

#### **Telephone**

+44 7873927261

#### **Country**

United Kingdom

**Region 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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

GMCA 511 Gender Based Violence Campaign

Reference number

DN617237

#### **II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Following on from our successful 'Is This OK?' video, we are invited agencies to pitch creative ideas for a gender-based violence behaviour change campaign in Greater Manchester. The campaign will primarily focus on challenging the attitudes and behaviours that perpetuate gender-based abuse and violence against women and girls in all its forms – from street harassment to the most serious of crimes – across Greater Manchester's diverse communities and cultures.

Suppliers were asked to create and deliver a campaign including: research and insight; production of digital and physical materials; and measurement, within a budget to be rolled out across Greater Manchester starting early in Autumn 2022 and running over a period of approximately seven months, with potential to be extended.

#### **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: £150,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 73000000 - Research and development services and related consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Following on from our successful 'Is This OK?' video, we are invited agencies to pitch creative ideas for a gender-based violence behaviour change campaign in Greater Manchester. The campaign will primarily focus on challenging the attitudes and behaviours that perpetuate gender-based abuse and violence against women and girls in all its forms – from street harassment to the most serious of crimes – across Greater Manchester's diverse communities and cultures.

Suppliers were asked to create and deliver a campaign including: research and insight; production of digital and physical materials; and measurement, within a budget to be rolled out across Greater Manchester starting early in Autumn 2022 and running over a period of approximately seven months, with potential to be extended.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 85

Price - Weighting: 15

### **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

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## **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 000-017712](#)

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## **Section V. Award of contract**

### **Contract No**

GMCA 511

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 August 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 14

Number of tenders received from SMEs: 13

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: 14

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

**V.2.3) Name and address of the contractor**

Hitch Marketing Limited

3.2a Gateway House, New Chester Road

Wirral

CH62 3NX

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: £150,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The High Court (England, Wales and Northern Ireland)

The Strand

London

WC2A 2LL

Country

United Kingdom