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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

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

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

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](#)

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

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