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Contract

GMCA 814 - Contract for the Provision of (1)Greater Manchester International Rebound Programme 2022-23; and (2) MM Business Plan 2023-24

Greater Manchester Combined Authority

F03: Contract award notice

Notice identifier: 2023/S 000-028739

Procurement identifier (OCID): ocids-h6vhtk-040680

Published 29 September 2023, 10:44am

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

Sam Pickles

Email

procurement@manchesterfire.gov.uk

Telephone

+44 1616084120

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.greatermanchester-ca.gov.uk/>

Buyer's address

<https://www.greatermanchester-ca.gov.uk/>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Economic and financial affairs

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

GMCA 814 - Contract for the Provision of (1) Greater Manchester International Rebound Programme 2022-23; and (2) MM Business Plan 2023-24

Reference number

DN686485

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of strategic expertise and tactical delivery of marketing and communications activity to raise the profile of Greater Manchester on a regional, national and international basis.

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: £1,756,750

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The overarching objective of this programme of work is for Marketing Manchester to provide strategic expertise and tactical delivery of marketing and communications activity to raise the profile of Greater Manchester on a regional, national and international basis. The aims are to increase the number of visits, inward investment, business conferences and sporting events, to deliver against the ambitions of the Greater Manchester Strategy to be a prosperous, greener and fairer city region. Specific KPIs are set out below. Marketing Manchester will:

- Develop a strategic, tactical and evidence-based approach to raising the profile of Greater Manchester as a visitor destination, to regional, national and international audiences, to achieve annual KPI's, Including the management and delivery of [visitmanchester.com](https://www.visitmanchester.com)
- Raise 100% match funding to support delivery of campaign activity.
- Deliver an average return on investment of funding of 16:1.
- Support the recovery of the visitor economy, from the impacts of Brexit and the Covid 19 Pandemic

- Increase demand in the 'off peak', increase overnight staying visitors and increase day visitors.
- Enhanced promotion of GMS frontier sectors and enhance delivery capacity by adding new dedicated resource to focus on growth in Low Carbon, Creative Industries and Capital Investment.
- Delivery of tactical campaigns including digital and social activity to drive visits to visitmanchester.com and investinmanchester.com
- National and International media engagement programme to raise the global profile of Greater Manchester's USP's.
- Provide quarterly performance reports to GMCA through the International and Marketing Advisory Board (IMAB), GM Business & Economy Scrutiny Committees and other Boards as required

II.2.5) Award criteria

Quality criterion - Name: Price / Weighting: 100

Price - Weighting: 100

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

The supplier is uniquely able to deliver this contract as the only overarching Destination Management Organisation for Greater Manchester and the city region's only Local designated Visitor Economy Partnership. This is further detailed below:

- The Supplier was incorporated as a Company Limited by Guarantee on the 30 April 1996 with the following company objects:
 - (i) To promote the economic benefits of Greater Manchester and its surrounding regions ("the Area").
 - (ii) To create and develop a widely accepted marketing image for the Area.
 - (iii) To co-ordinate and integrate marketing on behalf of the Area across the public and private sector.
 - (iv) To create partnerships and appropriate methods of communications in furtherance of these objects.
- Marketing Manchester (supplier) was incorporated by the Association of Greater Manchester Authorities to lead the vision and strategy for the promotion and brand positioning of Greater Manchester as a top world-ranked place to visit, invest, meet, live and study. Marketing Manchester is a Local Visitor Economy Partnership, leading the visitor economy, attracting businesses and inward investment and supporting Greater Manchester's Business Board. Marketing Manchester has a strategic objective to amplify GM's shared global ambition, attracting business, investment and talent from across the world.
- In April 2023, VisitEngland the national lead for Visitor Economy, awarded Local Visitor

Economy Partnership (LVEP) status to Marketing Manchester. This was as a result of Marketing Manchester's 25 year record of delivering economic benefit to Greater Manchester and leading the visitor economy. Marketing Manchester is the only LVEP for Greater Manchester.

- The supplier is the only Destination Management Organisation (DMO) for Greater Manchester. A destination Management Organisation leads on engaging with complex stakeholders across private sector and public sector, including; Local Authorities, Visitor Economy and Frontier Sector private businesses, working with these stakeholders to drive growth across Greater Manchester.
- The marketing agency that supports Manchester Investment and Development Agency Service Limited ("MIDAS"), Manchester's inward investment agency, in the delivery of promotion focusing on GM Frontier Sectors. This includes delivery of digital, innovation and green campaigns and supporting international business development activity and missions.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

Contract No

GMCA 814

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

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: 0

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

V.2.3) Name and address of the contractor

Marketing Manchester

Lee House, 90 Great Bridgewater Street

Manchester

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://www.greatermanchester-ca.gov.uk/>

The contractor is an SME

No

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

Total value of the contract/lot: £1,756,750

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

London

WC2A 2LL

Country

United Kingdom