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Tender

TfGM Marketing and Communications Framework 2022

Transport for Greater Manchester

F02: Contract notice

Notice identifier: 2022/S 000-029991

Procurement identifier (OCID): ocds-h6vhtk-037bd3

Published 25 October 2022, 12:25am

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

Region code

UKD3 - Greater Manchester

Internet address(es)

Main address

<http://www.tfgm.com>

Buyer's address

<http://www.tfgm.com>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Register>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Register>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

TfGM Marketing and Communications Framework 2022

Reference number

DN635934

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) seeks to establish a Framework to cover Marketing and Communication Services. TfGM have made available an invitation to tender to procure services within 8 lots:

Lot 1 - Marketing Agency

Lot 2 - Brand Agency

Lot 3 - Promotions, Public and Media Relations

Lot 4 - Vehicle Livery, Wayfinding & Signage

Lot 5 - Media Planning and Buying Agency

Lot 6 - Print Services

Lot 7 - Digital & Social Media Services

Lot 8 - Videography

The opportunity is available on our procurement system ProContract. Please login to your ProContract account and search using the credentials below. If you have not registered to ProContract you can register following this link: <https://procontract.due-north.com/Register> or search ProContract via your search engine and click on register as a supplier.

The opportunity is available under the credentials: Project ID: DN635934

II.1.5) Estimated total value

Value excluding VAT: £4,670,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Marketing Agency

Lot No

1

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 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

Lot 1 – Marketing Agency (single supplier Lot)

TfGM require a marketing agency to provide specialist, expert, reactive responses to communicating a message from a brief set from a variety of innovative mediums. The marketing agency is expected to support in the following:

- identifying valuable marketing strategies driving the best return on investment
- implementing marketing solutions delivering and managing marketing campaigns
- evaluating marketing results monitoring marketing efforts and use data to improve campaign results.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £350,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Brand Agency

Lot No

2

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 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

Lot 2 – Brand Agency (single supplier Lot) –

TfGM require a brand agency to support in the creating, development, maintenance, and improvement of a range of brands. Creative, design and communication may also fall under their overarching banner, but their main focus will be on brand strategy by either developing or refreshing brands to gain the attention of the audience.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Promotions, Public and Media Relations

Lot No

3

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products

- 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

Lot 3 - Promotions, Public and Media Relations (single supplier Lot) -

TfGM require a Public Relations (PR) agency to help promote TfGM's editorial coverage. The successful supplier will be required to help TfGM promote a positive image of the company. But the paths to creating awareness are vastly different. Articles or TV appearances in respected publications have the advantage of third-party validation and are generally viewed more favourably.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Vehicle Livery, Wayfinding and Signage

Lot No

4

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 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

Lot 4 – Vehicle Livery, Wayfinding and Signage (maximum 4 suppliers per sub-Lot) –

TfGM have an estate which includes the specialist wrapping of vehicles with promotional campaigns for external organisations and wayfinding/signage on different street furniture and assets. Without compromising the asset the quality of the print of marketing campaigns suppliers are tasked to apply and remove vinyl wrap to the schedule of the commercial teams management of the advertising assets. This Lot will deliver professional vinyl applications in the areas identified below (note that all sub-Lots are evaluated separately, and suppliers do not need to tender for all sub-Lots):

- Lot 4a: Vehicle Livery
- Lot 4b: Wayfinding and Signage

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Media Planning and Buying Agency

Lot No

5

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 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

Lot 5 - Media Planning and Buying Agency (single supplier Lot) –

A media buying agency is required to support TfGM in identifying the best time frame to purchase media, establish markets for reaching the target audience, and recommend the budget to achieve TfGM's goals. The buying agency would also have special insights into the target audience because of the tracking it conducts for ad campaigns. They also have the relationships with broadcasters to help secure exclusive slots or help broker discounts based on volume anticipated in campaigns

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Print Services

Lot No

6

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products

II.2.3) Place of performance

NUTS codes

- UKD3 - Greater Manchester

II.2.4) Description of the procurement

Lot 6 - Print Services (maximum 4 suppliers per sub-Lot) –

Print services help deliver print for external consumption. This includes design to best adapt

to media, the physical print and delivery/transit to multiple points of promotion. The print services may have on site or at multiple site or as a broker access to machinery and material to provide print material to the specification set by TfGM in a timely manner. This Lot will deliver professional print services in the areas identified below (note that all sub-Lots are evaluated separately, and suppliers do not need to tender for all sub-Lots):

- Lot 6a: Digital and Litho Printing Services
- Lot 6b: Specialist Form Printing Services
- Lot 6c: Portable Exhibition Displays
- Lot 6d: Bus Timetable Leaflets

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Digital & Social Media Services

Lot No

7

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

Lot 7 - Digital & Social Media Services (single supplier Lot) – A digital marketing company is required to provide TfGM expertise for Search Engine Optimisation, Email Marketing, Content Marketing, Social Media, and more. Social media is just one of the many channels that make up a digital marketing campaign at TfGM. Due to the technical nature of this specialism a specialist provider is required to help unlock, promote and feedback to an audience in the quickest, efficient and most cost effective digital medium. Compliance of data and privacy is paramount and a specialist provider would be required to help manage digital services required.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing

system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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

Videography

Lot No

8

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

Lot 8 – Videography (maximum 4 suppliers) -

TfGM are looking for dedicated video production agencies. Core services will primarily focus on producing high quality video content, editing, producing short & long versions and informing activity utilising insight to deliver results.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Details relating to conditions for participation, including minimum criteria, will be set out in the Invitation to Tender documentation made available via Pro Contract.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Transport for Greater Manchester's particular conditions are set out in the Invitation to Tender documentation made available via Pro-contract.

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

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

24 November 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

24 November 2022

Local time

12:30pm

Information about authorised persons and opening procedure

A duly authorised TfGM procurement representative will verify and release the submissions in Pro Contract.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Following the end of the initial term a single extension is available. Following the term, a succeeding framework would be procured.

VI.3) Additional information

- Additional information and visibility of Invitation to Tender documentation is via <http://procontract.due-north.com/register> and the opportunity is project reference DN635934.
- Please note the return date and time in IV2.2 is the final date for submission of the completed Invitation to Tender.
- This Procurement process will be conducted through the ProContract e-tendering portal and any submission made outside of this portal will be disqualified.
- All communications, including tender submission must be written in English and priced in pounds sterling.
- Nothing in this procurement process is intended to form any express or implied contractual relationship between parties unless and until the award of a contract is concluded.
- Any contract entered into as a result of this procurement will be considered to be a contract governed by English Law and subject to the exclusive jurisdiction of the Courts of England and Wales.
- TfGM is not liable for any costs, fees or expenses (including third party costs, fees or expenses) incurred by those expressing an interest in, negotiating or tendering for this contract opportunity.
- TfGM reserves the right to terminate this procurement process or to amend or vary the process at any time prior to the conclusion of the award of contract without liability to any party.
- Applicants are advised that the most economically advantageous tender or any tender will not automatically be accepted.

VI.4) Procedures for review

VI.4.1) Review body

Transport for Greater Manchester

Manchester

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

TfGM will incorporate a minimum 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to receive further debriefing from the contracting authority before the contract is entered into.

Applicants who are unsuccessful shall be informed by TfGM as soon as possible after the decision has been made as to the reasons why the applicant was unsuccessful. Should additional information be required it should be requested of the addressee in section I.1. If an appeal regarding the award of the contract has not been successfully resolved, The Public Contracts

Regulations 2015 (SI 2015 No.102), as amended, provide for aggrieved parties who have been harmed or are at risk of harm by breach of the rules to take action in the High Court. Any such action must be brought promptly (generally within 30 days). If a declaration of ineffectiveness is sought, any such action must be brought within 30 days where TfGM has communicated the award of the contract and a summary of reasons to tenderers, or otherwise within 6 months. Where a contract has not been entered into, the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may, depending on the circumstances, award damages, make a declaration of ineffectiveness, order TfGM to pay a fine, and/or order that the duration of the contract be shortened. The purpose of the standstill period referred to above is to allow the parties to apply to the Courts to set aside the award decision before the contract is entered into.