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Contract

## **GMCA 1171 Marketing Manchester Business Plan 2024-25**

Greater Manchester Combined Authority

F03: Contract award notice

Notice identifier: 2024/S 000-032010

Procurement identifier (OCID): ocds-h6vhtk-04a631

Published 7 October 2024, 9:44am

### **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**

Mr Farooq Rashid

#### **Email**

[farooq.rashid@greatermanchester-ca.gov.uk](mailto:farooq.rashid@greatermanchester-ca.gov.uk)

#### **Telephone**

+44 1617787000

**Country**

United Kingdom

**Region code**

UKD3 - Greater Manchester

**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**

General public services

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## **Section II: Object**

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

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

GMCA 1171 Marketing Manchester Business Plan 2024-25

Reference number

DN744277

#### **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**

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.

#### **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: £1,757,000

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

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

NUTS codes

- UKD3 - Greater Manchester

## **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.

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

Quality criterion - Name: Direct Award/Quality / 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

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## 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:

As with the previous contract, this will be directly awarded to Marketing Manchester under Regulation 32(2)(b)(ii) of The Public Contracts Regulations 2015, that “competition is absent for technical reasons”.

In April 2023, Marketing Manchester received confirmation of VisitEngland Local Visitor Economy Partnership (LVEP) status. As the official agency charged with promoting Greater Manchester nationally and internationally as a place to visit, invest, meet, and study for over 25 years, the work that Marketing Manchester undertakes is essential for raising not only the profile of the city-region itself, but also for Manchester as the gateway to the north of England, and for overall global perceptions of UK cities. Marketing Manchester incorporates the official tourist board for Greater Manchester, as well as the Manchester Convention Bureau, whilst also delivering promotion focused on priority business sectors and campaigns including digital, innovation, and green.

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

20 September 2024

### **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

M1 5JW

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

The contractor is an SME

No

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

Total value of the contract/lot: £1,757,000

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## **Section VI. Complementary information**

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

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

GMCA

1st Floor, Tootal, 56 Oxford Street

Manchester

M1 6EU

Country

United Kingdom