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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

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

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

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

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

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