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Tender

Creative Services Framework

Transport for Greater Manchester

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocds-h6vhtk-0513ae

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Scope

Reference

DN759994

Description

Transport for Greater Manchester (TfGM) are looking to appoint multiple marketing agencies to develop a Creative Services framework. The agencies will assist TfGM to develop and deliver multi-channel campaigns across Greater Manchester (GM) as well as our business-as-usual activity with the aim of encouraging more people to travel sustainably.

TfGM has been successful in delivering several engaging and high-profile campaigns in recent years and now wishes to expand on that success due to its growing responsibilities.

TfGM covers a wide remit of exciting and transformational projects across GM from

delivering infrastructure for active travel including a cycle hire scheme, through to developing an app and providing major Public Transport services across tram, rail and bus networks.

Given this expansion and the fact marketing is a specialist area, TfGM's internal Marketing team is looking to source external support to help deliver its ambitions.

TfGM are looking to award suppliers under the following lots:

Lot 1: Strategy & Creative - includes marketing strategy, creative concepting, campaign creative, multi-channel campaign execution & production, seasonal planning, messaging strategy and audience & market analysis.

Lot 2: Artwork & Graphics - includes graphic design, creating artwork, versioning and copywriting.

Commercial tool

Establishes a framework

Total value (estimated)

- £3,700,000 excluding VAT
- £4,440,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 2 March 2026 to 1 March 2029
- Possible extension to 1 March 2030
- 4 years

Description of possible extension:

Extension dependant on framework still meeting requirements for TfGM.

Main procurement category

Services

Contract locations

- UKD3 - Greater Manchester

Not the same for all lots

CPV classifications are shown in Lot sections, because they are not the same for all lots.

Lot 1. Strategy & Creative

Description

This Lot will have a strategic focus on delivering marketing campaigns through creative alignment, brand consistency, and delivery of high-impact visual assets.

- o Gathering of audience insights
- o Market analysis
- o Inform TfGM of industry trends
- o Seasonal planning

- o Messaging strategy
- o Creative strategy
- o Marketing strategy
- o Campaign strategy
- o Ideation & concepting
- o Multi-channel campaign planning
- o Production & delivery of campaign assets including photography, video, audio production and copywriting

Lot value (estimated)

- £3,000,000 excluding VAT
- £3,600,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services

Same for all lots

Contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Artwork & Graphics

Description

This Lot will encompass both business-as-usual activities, as well as collaboration on marketing campaigns to ensure timely delivery of creative assets and campaign requirements.

- o Artworking across varying demographics.
- o Graphic Design
- o Versioning
- o Presentations (e.g. PowerPoints)
- o Cartography
- o Illustration
- o Animation (for social media, internal audiences, TV etc.)
- o Motion Graphics
- o 3D Modelling
- o Copywriting

Lot value (estimated)

- £700,000 excluding VAT
- £840,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79822500 - Graphic design services

Same for all lots

Contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Framework

Maximum number of suppliers

8

Maximum percentage fee charged to suppliers

1%

Further information about fees

Further information on rebate fees can be found in the tender documents on Pro Contract. Tender Reference: DN759994.

Framework operation description

Services awarded via the framework for any projects under Lots 1 and 2, will be called off either via mini competition through a 'pitch'/competitive quotation process or via a Direct Award, which is permitted up to the value of £50k (exc. VAT).

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Strategy & Creative

Lot 2. Artwork & Graphics

A financial risk assessment methodology has been provided as part the PSQ. Prospective Suppliers are required to read this information thoroughly and follow the instructions in order to complete the self-assessment prior to the PSQ submission deadline.

Suppliers are required to confirm whether they already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated below:

Employer's (Compulsory) Liability Insurance = £5,000,000

Public Liability Insurance = £10,000,000

Professional Indemnity Insurance = £5,000,000

A response of 'No' or failure to attach suitable evidence of the commitment will Fail to meet this condition of participation.

Technical ability conditions of participation

Lot 1. Strategy & Creative

Lot 2. Artwork & Graphics

For Stage 1, the PSQ there are three (3) Technical Ability questions, scored in line with the award criteria found within the PSQ document.

The score for each question will be added together to give a Total Score (out of 100%) for each Supplier. All Suppliers who receive a Total Score will be ranked by score and the top suppliers will be taken through to Stage 2. It is envisioned that ten (10) suppliers will be taken through for Lot 1, and six (6) suppliers will be taken through for Lot 2.

The sixteen (16) shortlisted suppliers will then be invited to Stage 2 ITT. The criteria for this part of the tender will be split into Technical, Social Value and Commercial.

Particular suitability

Lot 1. Strategy & Creative

Lot 2. Artwork & Graphics

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

3 September 2025, 4:00pm

Submission type

Tenders

Tender submission deadline

17 September 2025, 4:00pm

Submission address and any special instructions

Tenders must be submitted electronically via Pro Contract: <https://procontract.duenorth.com/Register>.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

27 October 2025

Award criteria

Name	Type	Weighting
Technical	Quality	45%
Commercial	Price	45%
Social Value	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

There will be two stages to the tender process.

Stage 1 - PSQ

Stage 2 - ITT

Suppliers will be shortlisted via the PSQ process, before being invited to the ITT stage.

Documents

Documents to be provided after the tender notice

TfGM are using Pro-Contract / The Chest for the management of this procurement. This is where the tender documents will be held and where suppliers must submit their bids.

The Pro-Contract ref number is DN759994.

If interested suppliers are not registered already on this e-sourcing portal, we recommend that they do so as soon as possible. Here is the link to register -

<https://procontract.duenorth.com/Register>

Contracting authority

Transport for Greater Manchester

- Public Procurement Organisation Number: PNJQ-2746-NWYT

2 Piccadilly Place

Manchester

M1 3BG

United Kingdom

Email: procurement@tfgm.com

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government