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Contract

GMCA1209 - Our Pass Promotion and Exclusives Service

Greater Manchester Combined Authority

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072395

Procurement identifier (OCID): ocds-h6vhtk-05008c ([view related notices](#))

Published 10 November 2025, 12:53pm

Scope

Reference

GMCA1209

Description

The GMCA has undertaken an Open Above-Threshold tender process under the Procurement Act 2023 for the delivery of the Our Pass Promotion and Exclusives.

Our Pass Promotion and Exclusives is a suite of services that underpin the Our Pass travel offer, working alongside GMCA and TfGM to ensure that Our Pass is connected to and embedded within our growing offer of services for young people across GM.

There are four main strands to delivery of the Our Pass Exclusives and Promotion service:

- Sourcing and Managing Our Pass Exclusives
- Engagement and Promotion for Our Pass and Our Pass Exclusives

- Management of digital products
- Working with stakeholders

The contract period will be for 2 years with the option to extend for up to an additional 2 years (in 12 month increments). It is intended for the contract to commence on the 28th of July, 2025.

The maximum budget available for the initial period of 2 years is £792,000 excluding VAT.

The GMCA reserves the right to extend this contract for an additional 2 years (in 12 month increments). The value of the first extension period is up to £414,000 (exc. VAT) and the value of the second extension period is up to £426,500 (exc. VAT).

Therefore, the estimated total value of the contract, including all optional extension periods, is up to a maximum of £1,623,500 excluding VAT.

Contract 1. GMCA1209 - Our Pass Promotion and Exclusives Service

Supplier

- THE GROWTH COMPANY LIMITED

Contract value

- £1,623,500 excluding VAT
- £1,948,200 including VAT

Above the relevant threshold

Date signed

6 November 2025

Contract dates

- 6 November 2025 to 27 July 2027
- Possible extension to 27 July 2029
- 3 years, 8 months, 22 days

Description of possible extension:

The GMCA reserves the right to extend this contract for an additional 2 years (in 12 month increments).

The value of the first extension covering the period of 28/07/2027 - 27/07/2028 is up to £414,000 (exc. VAT).

The value of the second extension covering the period of 28/07/2028 - 27/07/2029 is up to £426,500 (exc. VAT).

Main procurement category

Services

CPV classifications

- 92000000 - Recreational, cultural and sporting services
- 98000000 - Other community, social and personal services

Contract locations

- UKD3 - Greater Manchester

Justification for not setting key performance indicators

There are several success measures that GMCA have set out to monitor throughout the delivery of this contract, these link to the overarching aims of the programme and service being delivered. These success measures are split into two categories:

1 - Exclusives Delivery; and

2 - Promotional Activity and User Engagement.

GMCA will monitor progress against these success measures through the reporting mechanisms set out in the contract to ensure that delivery is meeting requirements.

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

THE GROWTH COMPANY LIMITED

- Companies House: 02443911
- Public Procurement Organisation Number: PLRD-7665-DLPV

Lee House

Manchester

M1 5JW

United Kingdom

Email: busdev@growthco.uk

Website: <https://www.growthco.uk/>

Region: UKD33 - Manchester

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): Yes

Supported employment provider: No

Public service mutual: No

Contract 1. GMCA1209 - Our Pass Promotion and Exclusives Service

Contracting authority

Greater Manchester Combined Authority

- Public Procurement Organisation Number: PXBN-3793-LCTQ

56 Oxford Street

Manchester

M1 6EU

United Kingdom

Email: procurement@manchesterfire.gov.uk

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government