

United Kingdom-Manchester: Advertising and marketing services
OJ S 80/2019 24/04/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GreaterSport

Postal address: The National Squash Centre and Regional Arena

Town: Manchester

NUTS code: UK United Kingdom

Postal code: M11 3FF

Country: United Kingdom

Contact person: Helen-Louise Smith

E-mail: helen-louise@gmmoving.co.uk

Internet address(es):

Main address: www.gmmoving.co.uk

Address of the buyer profile: https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA42707

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Charity

I.5. Main activity

Other activity: Physical activity and sport

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Greater Manchester Moving Marketing Full Service Brief

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Develop a simple, creative idea and a 2-year integrated marketing/communications strategy with associated content and tools to support a positive social movement that encourages

behaviour change that normalises physical activity at neighbourhood level across Greater Manchester. Resulting in less inactive people to achieve the aim of 75 % of the population moving.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKD36 Greater Manchester North West

II.2.4. Description of the procurement

Develop a simple, creative idea and a 2-year integrated marketing/communications strategy with associated content and tools to support a positive social movement that encourages behaviour change that normalises physical activity at neighbourhood level across Greater Manchester. Resulting in less inactive people to achieve the aim of 75 % of the population moving.

II.2.5. Award criteria

Quality criterion - Name: Team / Weighting: 25

Quality criterion - Name: Experience / Weighting: 35

Quality criterion - Name: Methodology / Weighting: 20

Cost criterion - Name: Budget / Weighting: 20

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.2.14. Additional information

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

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1.

Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 233-532618](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

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

19/04/2019

V.2.2. Information about tenders

Number of tenders received: 22

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: 22

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Access

Postal address: 8th Floor, Trafford House, Chester Road

Town: Manchester

NUTS code: UK United Kingdom

Postal code: M32 0RS

Country: United Kingdom

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 500 000,00 GBP

Total value of the contract/lot: 500 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(MT Ref:215702)

VI.4. Procedures for review

VI.4.1. Review body

Official name: GreaterSport

Postal address: The National Squash Centre and Regional Arena

Town: Manchester

Country: United Kingdom

Telephone: +44 7712675924

Internet address: www.gmmoving.co.uk

VI.5. Date of dispatch of this notice

23/04/2019