

United Kingdom-Manchester: Public relations services
OJ S 112/2022 13/06/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: The Growth Company
Postal address: Lee House, 90 Great Bridgewater St
Town: Manchester
NUTS code: UKD3 Greater Manchester
Postal code: M1 5JW
Country: United Kingdom
E-mail: nick.batty@growthco.uk
Telephone: +44 1612374044

Internet address(es):

Main address: <https://www.growthco.uk/>
Address of the buyer profile: <https://www.growthco.uk/>

I.4. Type of the contracting authority

Other type: Private company running publicly funded projects

I.5. Main activity

Other activity: Support to local businesses via public funded projects

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Public Relations and Media Agency Services
Reference number: T21012

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

The Growth Company wishes to appoint a single service provider to enter into a Contract for the delivery of Public Relations (PR) services

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 350 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKD North West (England)

II.2.4. Description of the procurement

The Growth Company wishes to appoint a single service provider to enter into a Contract for the delivery of Public Relations (PR) services set out below.

The successful company will be expected to provide PR services to the Growth Company (GC), and other GC business units and services. A large proportion of the activities will be on behalf of GC Business Growth Hub. These services will comprise general media relations and editorial support, including the copywriting and creation of press releases, thought leadership and content development, along with wider media engagement and accountability for raising the profile of GC, its services and colleagues.

This delivery of PR services is required to ensure GC, and its subsidiaries and colleagues are adequately and correctly positioned in the media. Media coverage needs to be generated in order to generate leads for programme delivery whilst also supporting GC's business development by increasing awareness of the parent organisation.

There will be a requirement to work with other Hub agencies, suppliers and third party partners, including contracted suppliers for full service marketing, copywriting, website design, direct mail, electronic direct mail, videography/photography and print services.

The contract period will be from the award date for a period of one year, with an option, to be exercised at GC sole discretion for two additional periods of 12 months each, subject to satisfactory performance reviews.

The likely value of activity under this framework including extensions will be between £120,000 and £150,000 excluding VAT. This will include a monthly retainer fee. An additional spend of up to £200,000 is reserved for special projects outside the scope of the core project ask.

The total value of this contract will not exceed £350,000 excluding VAT

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Price / 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:
yes

Identification of the project: European Regional Development Fund (ERDF)

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 245-648684](#)

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

Title:

Public Relations and Media Agency Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/02/2022

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Social Communications Group Ltd

Town: Manchester

NUTS code: UKD33 Manchester

Postal code: M4 5DL

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 350 000,00 GBP

Total value of the contract/lot: 350 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: GM Business Support Limited

Town: Manchester

Country: United Kingdom

VI.4.2. Body responsible for mediation procedures

Official name: GM Business Support Limited

Town: Manchester

Country: United Kingdom

VI.5. Date of dispatch of this notice

08/06/2022