

**United Kingdom-Manchester: Marketing services**

**OJ S 208/2020 26/10/2020**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: GM Business Support Ltd

Postal address: Lee House, 90 Great Bridgewater St

Town: Manchester

NUTS code: UKD3 Greater Manchester

Postal code: M1 5JW

Country: United Kingdom

Contact person: Nick Batty

E-mail: [nick.batty@growthco.uk](mailto:nick.batty@growthco.uk)

Telephone: +44 1612374044

**Internet address(es):**

Main address: <http://www.businessgrowthhub.com/>

Address of the buyer profile: <http://www.businessgrowthhub.com/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://in-tendhost.co.uk/manchestergrowthcompany.aspx/Home>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://in-tendhost.co.uk/manchestergrowthcompany.aspx/Home>

**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

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Full Service Marketing and Copywriting Services

Reference number: T20019

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The GC Business Growth Hub (the Hub) wishes to appoint a single service provider to enter into a contract for the delivery of a full service marketing and copywriting services (Marketing), including specialist marketing and communications activity.

There will be a requirement to work with other Hub agencies, suppliers and third-party partners, including contracted suppliers for website design, copywriting, public relations, videography, photography and print services. The appointed agency will be required to be creative and proactive, and provide services listed under (but not limited to) the following categories:

- (a) brand strategy and development;
- (b) design services;
- (c) digital marketing services;
- (d) campaign planning, development and execution.

#### **II.1.5. Estimated total value**

Value excluding VAT: 650 000,00 GBP

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: UKD3 Greater Manchester

#### **II.2.4. Description of the procurement**

The specific responsibilities of the successful marketing services provider must include, but will not be limited to the responsibilities outlined below:

(a) brand strategy and development

Specifically, the agency will be required to:

- build on and make proposals for improving the existing visual identity, including development of brand, assets and tone of voice,
- refer to, and maintain consistent levels of quality when implementing/using, the existing brand guidelines across all design and creative activity,
- proactively seek to develop brand profile and positioning (nationally, and within Greater Manchester/the North West), amongst identified stakeholders including targeted B2B and public sector markets,
- develop core messaging that reflects the strategy and resonates with key targeted B2B groups and identified stakeholders nationally, and within Greater Manchester/the North West,
- provide a copywriting service where it relates to brand strategy or design services,
- delivery, execution and evaluation of specified projects,
- ongoing service provision for brand strategy and development, as needed;

(b) design services:

Specifically, the agency will be required to:

- provide design services from conceptual work through to artworking of existing and new templates, for use both digitally and in print,
- key materials will include, brand guidelines, brochureware, leaflets, adverts, digital assets, direct mail, electronic direct mail, reports, whitepapers, infographics, storyboards, surveys, exhibition stand artwork, merchandise artwork and presentation/pitch decks,
- design a wide variety of digitally branded assets for online publications and for use on social media (see Digital marketing below),

- create concepts and designs for end-to-end campaigns (campaign design styling and brand guidelines), including all materials listed above;

(c) digital marketing services

Digital marketing may include, either individually or in combination:

- digital strategy support,
- social media management, both paid-for and organic,
- pay Per Click (PPC) advertising,
- content marketing (including copywriting, if required),
- email marketing,
- search Engine Optimisation (SEO),
- analytics, including online segmentation,
- campaign evaluation,
- the ability to provide a social listening/monitoring service or tool would also be beneficial but is not essential;

(d) campaign planning, development and execution

Specifically, the agency will be required to:

- attend relevant internal and external meetings, including although not limited to relevant partners,
- deliver creative, original and effective marketing campaigns,
- undertake campaign planning,
- undertake customer journey mapping (including monitoring relevant trends),
- undertake creative development, both online and offline,
- create content (providing a copywriting service or utilising copy provided by the Hub or a third party, as directed),
- end-to-end.

It is estimated that for the core element of the contract the approximate spend per year will be in the region of GBP 100 000 (excluding VAT) although the actual spend could be considerably less.

Skills for Growth is a 2-year contract and we anticipate a spend of GBP 160 000 over the 2 years, with a maximum spend of GBP 200 000 across that timeframe.

The maximum spend on this contract will not exceed GBP 650 000 (excluding VAT).

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 20/12/2020 End: 19/12/2023

This contract is subject to renewal: yes

Description of renewals:

The contract period will be from the award date for a period of 1 year, with an option, to be exercised at GM Business Support Ltd sole discretion for two additional period of 12 months each, subject to satisfactory performance reviews.

Please be aware that the current ERDF funding ends on the 31 December 2021.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 Social Fund European Regional Development Fund.

### **II.2.14. Additional information**

GC Business Growth Hub is the trading name of GM Business Support Ltd (GMBS), a wholly owned subsidiary of the Growth Company Ltd. GC Business Growth Hub helps ambitious business people to realise their growth potential by offering access to a range of practical services, from assessing growth options to unlocking finance or accessing experienced business mentors.

## **Section IV: Procedure**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 20/11/2020 Local time: 13:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7. Conditions for opening of tenders**

Date: 20/11/2020 Local time: 13:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

For more information about GC Business Growth Hub and GM Business Support Ltd, please visit us at: <http://www.businessgrowthhub.com>

You are required to make your ITT submission via the Growth Company InTend eTendering platform. You are required to complete a basic registration as a supplier on the InTend Supplier Platform at the following web address:

<https://in-tendhost.co.uk/manchestergrowthcompany.aspx/Home>

Please note that all mandatory fields (highlighted in yellow on the InTend Portal) must be completed in order to register your organisation.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: GM Business Support Ltd

Town: Manchester

Country: United Kingdom

##### **VI.4.2. Body responsible for mediation procedures**

Official name: GM Business Support Ltd

Town: Manchester

Country: United Kingdom

##### **VI.5. Date of dispatch of this notice**

21/10/2020