

**United Kingdom-Manchester: Public relations services**

OJ S 245/2021 17/12/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**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](mailto: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.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 to the abovementioned address

**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**

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**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.1.5. Estimated total value**

Value excluding VAT: 350 000,00 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: 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 GCs 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**

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**

Duration in months: 36

This contract is subject to renewal: no

**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 Regional Development Fund (ERDF)

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

## **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**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

#### **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: 14/01/2022 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: 14/01/2022 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**

### **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**

14/12/2021