

**United Kingdom-Manchester: Marketing services**  
**OJ S 247/2021 21/12/2021**  
**Contract award 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.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.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 650 000,00 EUR

### **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 £100,000 (excluding VAT) although the actual spend could be considerably less.

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

The maximum spend on this contract will not exceed £650,000 (excluding VAT)

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

Quality criterion - Name: Quality / Weighting: 80

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 Social FundEuropean Regional Development Fund

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

GC Business Growth Hub is the trading name of GM Business Support Limited (GMBS), a wholly owned subsidiary of The Growth Company Limited. 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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 208-509174](#)

##### **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**

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#### **Title:**

Full Service Marketing and Copywriting Services

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

12/01/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 9

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

##### **V.2.3. Name and address of the contractor**

Official name: MC2 (Manchester) Ltd

Town: Manchester

NUTS code: UKD3 Greater Manchester

Postal code: M15 4PS

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: 650 000,00 GBP

Total value of the contract/lot: 650 000,00 GBP

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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

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

You are required to make your ITT submission via The Growth Company In-tend e-tendering platform. You are required to complete a basic registration as a supplier on the In-tend 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 In-Tend 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 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**

16/12/2021