

UK-Birmingham: Advertising and marketing services

OJ S 25/2013 05/02/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Marketing Birmingham Ltd

Postal address: Ground Floor Baskerville House, Centenary Square, Broad Street,

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

For the attention of: Tom Marlow

E-mail: tom.marlow@marketingbirmingham.com

Telephone: +44 1212025038

Fax: +44 1212025116

Internet address(es):

General address of the contracting authority: www.marketingbirmingham.com

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: Official name: Marketing Birmingham Limited

Postal address: Baskerville House, Ground Floor, Centenary Square, Broad Street

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

E-mail: tenders@marketingbirmingham.com

Internet address: <http://www.marketingbirmingham.com>

I.2. Type of the contracting authority

Other

I.3. Main activity

Other: Marketing

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Visit Birmingham and Meet Birmingham PR Contract 2013-VM-PR01.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Birmingham, West Midlands.

NUTS code UKG31 Birmingham

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Marketing Birmingham, the city's strategic marketing partnership, operates the city's leisure and business tourism programmes Visit and Meet Birmingham as well as its inward investment programme, Business Birmingham. The organisation is funded by the public and private sectors, including Birmingham City Council, European Regional Development Funding and some 400 local companies.

The tender opportunity will see the successful company plan and implement PR and communications activity for Visit Birmingham and Meet Birmingham that raises the profile in target audiences and contributes to the programme aims. The deadline for express of interest and submission of completed PQQ is no later than 12:00 noon on 15 March 2013.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79342100 Direct marketing services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Marketing Birmingham reserves the right to split each contract and its value and award different elements to multiple suppliers.

Estimated value excluding VAT:

Range: between 0,01 and 70 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 16 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Contained in contract.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: The contract will include break clauses. Performance reviews will take place throughout the contract.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Information will be provided within the Pre-Qualification Document, which will be provided upon expression of interest being registered.

III.2.3. Technical and professional ability

List and brief description of conditions:

Information will be provided within the Pre-Qualification Document, which will be provided upon expression of interest being registered.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5

Objective criteria for choosing the limited number of candidates: Information will be provided within the Pre-Qualification Questionnaire Document, which will be provided upon expression of interest being registered.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2013-VM-PR01.

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

11.3.2013 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

15.3.2013

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. 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: This contract is part funded by the European Regional Development Fund through the Investing in the City Region ERDF project managed by Marketing Birmingham.

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Marketing Birmingham will incorporate a stand still period as per European guidelines, at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period which will be for 10 calendar days provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Marketing Birmingham

Postal address: Ground Floor, Baskerville House, Centenary Square, Broad Street, Birmingham, West Midlands B1 2ND

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Internet address: <http://www.marketingbirmingham.com>

VI.5. Date of dispatch of this notice

1.2.2013