

United Kingdom-Birmingham: Public relations services
OJ S 26/2015 06/02/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Marketing Birmingham

Postal address: Baskerville House, Centenary Square, West Midlands

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

For the attention of: Jazz Bansal

E-mail: jazz.bansal@marketingbirmingham.com

Telephone: +44 1212025014

Fax: +44 1212025116

Internet address(es):

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

Address of the buyer profile: <https://in-tendhost.co.uk/marketingbirmingham.aspx/Tenders/Current>

I.2. Type of the contracting authority

Other: marketing

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

PR and Events Support Brief 2014-2015.

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

Services

Service category No 27: Other services

NUTS code UKG West Midlands (England)

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

II.1.4. Short description of the contract or purchase(s)

Marketing Birmingham is the areas strategic marketing partnership and operates the leisure and business tourism programmes Visit and Meet Birmingham, as well as its inward investment programme, Business Birmingham. These programmes promote the Greater Birmingham and Solihull Local Enterprise Partnership area (Birmingham, Solihull, southern

Staffordshire (Cannock Chase, Lichfield, Tamworth and East Staffordshire) and northern Worcestershire (Bromsgrove, Redditch and Wyre Forest)) and the Black Country Local Enterprise Partnership area (Dudley, Sandwell, Walsall and Wolverhampton) as a place to visit, meet and invest. The company is public/private funded by (i) Birmingham City Council; (ii) the European Regional Development Fund and (iii) private sector partners from across the areas business community.

Marketing Birmingham and ERDF partners, as detailed above, have been awarded European Regional Development Funding for the period to December 2015.

The purpose of this tender is to appoint PR and Event support for Business Birmingham the inward investment programme, and Visit and Meet Birmingham for the period January to October 2015.

Please refer to the tender brief for full requirements, process and timescales. To access the full tender brief, all suppliers must visit the Marketing Birmingham e-Procurement system to register interest and submit a tender bid.

e-Procurement <https://in-tendhost.co.uk/marketingbirmingham.aspx/Home>

Please note the deadline for full submission as outlined in the attached brief is no later than 12:00 noon GMT on Tuesday 9.12.2014.

II.1.5. CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 125 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Financial Stability — Pass/Fail. Weighting 0
2. Evidence of a contact network, creativity and the ability to generate excellent coverage. Weighting 40
3. Relevant experience and knowledge demonstrated. Weighting 40
4. Value for money and quality of response. Weighting 20

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

2014-MB-PR01

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 355499-2014

Lot No: 1

- Lot title: Business Birmingham

V.1. Date of conclusion of the contract

16.2.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Portland PR Ltd

Postal address: 239 Old Marylebone Road

Town: London

Postal code: NW1 5QT

Country: United Kingdom

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 70 000 GBP

excluding VAT

V.5. Information about subcontracting

Lot No: 2

- Lot title: Visit and Meet

V.1. Date of conclusion of the contract

16.2.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Story Comms Ltd

Postal address: 25th Floor, Alpha Tower, Suffolk Street Queensway

Town: Birmingham

Postal code: B1 1TT

Country: United Kingdom

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 40 000 GBP

excluding VAT

V.5. Information about subcontracting

Lot No: 3

- Lot title: Corporate Activity

V.1.

Date of conclusion of the contract

16.2.2015

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Sector Marketing Ltd

Postal address: Avalon House, Lower Strode Road

Town: Clevedon

Postal code: BS21 6UU

Country: United Kingdom

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 15 000 GBP

excluding VAT

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. 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.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Marketing Birmingham Ltd

Postal address: Baskerville House, Centenary Square, Broad Street

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Telephone: +44 1212025115

Internet address: www.marketingirmingham.com

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Marketing Birmingham incorporated a standstill period as per European guidelines, at the point information on the award of the contract was communicated to tenderers.

VI.3.3. Service from which information about the review procedure may be obtained**VI.4. Date of dispatch of this notice**

2.2.2015