

**UK-Birmingham: advertising and marketing services**

OJ S 42/2012 01/03/2012

**Contract notice****Services****Directive 2004/18/EC****Section I: Contracting authority**

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**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: Rebecca Bannister

E-mail: [rebecca.bannister@marketingbirmingham.com](mailto:rebecca.bannister@marketingbirmingham.com)

Telephone: +44 1212025112

Fax: +44 1212025116

**Internet address(es):**General address of the contracting authority: [www.marketingbirmingham.com](http://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 / BB01

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

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Contact person: Rebecca Bannister

E-mail: [tenders@marketingbirmingham.com](mailto:tenders@marketingbirmingham.com)**I.2. Type of the contracting authority**

Other: Marketing Birmingham Limited (A Company Limited by Guarantee)

**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Business Birmingham PR Contract BB01.

## **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)**

Business Birmingham is the area's official inward investment programme, part of Marketing Birmingham's destination marketing strategy. The aim is to position the area - Birmingham, the Black Country and Solihull - as a leading inward investment location in the UK and Europe.

This opportunity will see the successful organisation plan and implement PR and communications activity for Business Birmingham, targeting defined sectoral and geographic targets. The deadline for expression interest and submission of completed PQQ is Monday 2.4.2012 before 12:00 noon.

## **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 175 000,00 GBP

### **II.2.2. Information about options**

### **II.2.3. Information about renewals**

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

Start 2.7.2012. Completion 31.7.2014

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

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**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 questionnaire 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 questionnaire 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**

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**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**

BB01 2012

##### **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**

10.4.2012 - 12:00

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

18.4.2012

##### **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**

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##### **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: We 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

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

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

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

28.2.2012