

**United Kingdom-Birmingham: Market research services**  
**OJ S 46/2015 06/03/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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](mailto:jazz.bansal@marketingbirmingham.com)

Telephone: +44 1212025016

Fax: +44 1212025116

**Internet address(es):**

General address of the contracting authority: [www.marketingbirmingham.com/tenders](http://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**

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**II.1. Description**

**II.1.1. Title**

Investing in the City Region Programme Full Evaluation.

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

Services

Service category No 27: Other services

Main site or place of performance: West Midlands, United Kingdom.

NUTS code UK United Kingdom

**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 area's business community.

A comprehensive evaluation of the Investing in the City Region programme is required. 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 GMT on Monday 9.2.2015.

**II.1.5. CPV code(s)**

79310000 Market research services, 79419000 Evaluation 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**

**Section IV: Procedure**

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**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 viability — pass/viability
2. Methodology, approach and understanding of the brief. Weighting 50
3. Relevant experience and track record. Weighting 30
4. Cost and value for money. 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**

R018

**IV.3.2. Previous publication concerning this procedure**

no

**Section V: Award of contract**

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Contract No: 2014/S 243-428359

Lot title: Investing in the City Region Programme Full Evaluation

**V.1. Date of conclusion of the contract**

4.3.2015

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Regeneris Consulting Ltd

Postal address: Faulkner House, Faulkner Street

Town: Manchester

Postal code: M1 4DY

Country: United Kingdom

Internet address: [www.regeneris.co.uk](http://www.regeneris.co.uk)

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

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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**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 its 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

Postal address: Baskerville House, Centenary Square, Broad Street

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Internet address: [www.marketingbirmingham.com](http://www.marketingbirmingham.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 is communicated to tenderers. That notification provided full information on the award decision. The standstill period was for 10 days to provide time for unsuccessful tenderers to challenge the award decisions before the contract is entered into.

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

4.3.2015