

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

OJ S 53/2012 16/03/2012

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: Jacqueline Van de Stadt

E-mail: [Jacqueline.VandeStadt@marketingbirmingham.com](mailto:Jacqueline.VandeStadt@marketingbirmingham.com)

Telephone: +44 1212025076

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

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

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Contact person: Marketing Birmingham Ltd / 2012-AP-MEDIA-01

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**

Marketing Birmingham Media Agency 2012-AP-MEDIA-01.

### **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: 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 and partners (Black Country, Solihull, Southside and Birmingham Airport) have been awarded European Regional Development Funding for the period up until September 2014. Details are now announced to appoint a media buying agency to support the on and offline media buying requirements for programme activity for Marketing Birmingham and ERDF partners up until the afore mentioned date. This contract requires a one-stop approach regarding the fulfilment of on and offline media components including establishing a strategic plan and then managing the implementation, monitoring and evaluation. The deadline for total submission of requested information as per the attached document is prior to 12:00 noon on Thursday 10.5.2012.

### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341200 Advertising management 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 800 000,00 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 6.6.2012. Completion 30.9.2014

## **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**

### **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.

The contract is subject to the continuation of European Regional Funding.

## **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: Criteria for scoring tenders of 2012-AP-MEDIA-01 is detailed within the project description and tender document which can be viewed at [www.marketingbirmingham.com/tenders](http://www.marketingbirmingham.com/tenders).

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Criteria for scoring tenders of 2012-AP-MEDIA-01 is detailed within the project description and tender document which can be viewed at [www.marketingbirmingham.com/tenders](http://www.marketingbirmingham.com/tenders).

### **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**

Open

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

#### **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**

2012-AP-MEDIA-01

**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**

10.5.2012 - 12:00

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

**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 standstill 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**

13.3.2012