

United Kingdom-Birmingham: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 61/2016 26/03/2016

Contract 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>

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: the abovementioned address

I.2. Type of the contracting authority

Other: destination marketing agency

I.3. Main activity

Other: destination marketing agency

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

Business Birmingham Inward Investment Lead Generation.

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

Services

Service category No 11: Management consulting services [6] and related services

NUTS code UKG West Midlands (England),UK United Kingdom

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 is the area's 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 Birmingham and its wider area.

Business Birmingham's activity targets both UK and foreign owned investors including large and small to medium sized enterprises as well as start-ups investing in the project area. Our target sectors are business, professional and financial services (BPFS), IT, electronics and communications (ITEC), food and drink, life sciences and advanced engineering.

The aim of this project is to appoint a supplier(s) for inward investment lead generation to the Greater Birmingham and Solihull Local Partnership area (Greater Birmingham) and services associated with in-market representation. The lead generation activity will be fully aligned with the ERDF Investing in Greater Birmingham programme, Business Birmingham's strategic direction and will target potential investors for the Project Area. The target geographies of Business Birmingham are North America, Europe, China, India, Australia and Japan. The target sectors of Business Birmingham funded through this programme are business, professional and financial services (BPFS), IT, electronics and communications (ITEC), food & drink, low carbon and life sciences. The list of target geographies and sectors is by no means exclusive.

The Business Birmingham inward investment programme is funded by a number of sources including the European Regional Development Fund (ERDF) and Birmingham City Council via a Service Level Agreement.

Please refer to the tender brief for full requirements, process and time-scales. 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 noon BST on Wednesday 27.4.2016.

II.1.6. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 73200000 Research and development consultancy services, 79310000 Market research services, 73220000 Development consultancy services, 79990000 Miscellaneous business-related services, 73000000 Research and development services and related consultancy services, 79300000 Market and economic research; polling and statistics, 79900000 Miscellaneous business and business-related services, 73300000 Design and execution of research and development, 72221000 Business analysis consultancy services, 79411100 Business development consultancy services, 79410000 Business and management consultancy services, 79400000 Business and management consultancy and related services, 79413000 Marketing management 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: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

1.2.2 Duration

The contract will run from 27.5.2016 until December 2018 subject to annual review in December 2016 and December 2017.

1.2.3 Value

The average annual budget of this contract is up to 300 000 GBP excluding VAT. The allocation per geography is as follows:

— North America: 120 000 GBP per annum — 360 000 GBP total maximum project duration.

— Europe: 60 000 GBP per annum — 180 000 GBP total maximum project duration.

— Asia Pacific: 120 000 GBP per annum — 360 000 GBP total maximum project duration.

Therefore the anticipated maximum total value of this contract is up to 900 000 GBP excluding VAT for the full project duration.

It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

Estimated value excluding VAT:

Range: between 0,01 and 900 000 GBP

II.2.2. Information about options

Options: yes

Description of options: 1.2.2 Duration

The contract will run from 27th May 2016 until December 2018 subject to annual review in December 2016 and December 2017.

1.2.3 Value

The average annual budget of this contract is up to 300 000 GBP excluding VAT. The allocation per geography is as follows:

— North America: 120 000 GBP per annum — 360 000 GBP total maximum project duration.

— Europe: 60 000 GBP per annum — 180 000 GBP total maximum project duration.

— Asia Pacific: 120 000 GBP per annum — 360 000 GBP total maximum project duration.

Therefore the anticipated maximum total value of this contract is up to 900 000 GBP excluding VAT for the full project duration.

It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

II.2.3. Information about renewals

This contract is subject to renewal: yes

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

Start 27.5.2016. Completion 31.12.2018

Information about lots

Lot No: 1

Lot title: Europe

1) Short description

Geographies (lots).

2) CPV code(s)

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3) Quantity or scope

The average annual budget of this contract is up to 300 000 GBP excluding VAT. The allocation per geography is as follows:

— Europe: 60 000 GBP per annum — 180 000 GBP total maximum project duration.

It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

Estimated value excluding VAT:

Range: between 0,01 and 180 000 GBP

4) Indication about different time frame or duration

Start 27.5.2016. Completion 31.12.2018

5) Additional information about lots

As per brief.

Lot No: 2

Lot title: Asia Pacific

1) Short description

Geographies (lots).

2) CPV code(s)

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3) Quantity or scope

The average annual budget of this contract is up to 300 000 GBP excluding VAT. The allocation per geography is as follows:

— Asia Pacific: 120 000 GBP per annum — 360 000 GBP total maximum project duration.

It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

Estimated value excluding VAT:
Range: between 0,01 and 360 000 GBP

4) Indication about different time frame or duration

Start 27.5.2016. Completion 31.12.2018

5) Additional information about lots

As per brief.

Lot No: 3

Lot title: North America

1) Short description

Geographies (lots).

2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 73200000 Research and development consultancy services, 79310000 Market research services, 73220000 Development consultancy services, 79990000 Miscellaneous business-related services, 73000000 Research and development services and related consultancy services, 79300000 Market and economic research; polling and statistics, 79900000 Miscellaneous business and business-related services, 73300000 Design and execution of research and development, 72221000 Business analysis consultancy services, 79411100 Business development consultancy services, 79410000 Business and management consultancy services, 79400000 Business and management consultancy and related services, 79413000 Marketing management consultancy services

3) Quantity or scope

The average annual budget of this contract is up to 300 000 GBP excluding VAT. The allocation per geography is as follows:

— North America: 120 000 GBP per annum — 360 000 GBP total maximum project duration. It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

Estimated value excluding VAT:
Range: between 0,01 and 360 000 GBP

4) Indication about different time frame or duration

Start 27.5.2016. Completion 31.12.2018

5) Additional information about lots

As per brief.

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

As detailed in the tender brief, contract and appendices.

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

As detailed in the tender brief, contract and appendices.

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

As detailed in the tender brief, contract and appendices.

III.1.4. Contract performance conditions

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

Description of particular conditions: 1.2.2 Duration

The contract will run from 27.5.2016 until December 2018 subject to annual review in December 2016 and December 2017.

It is envisaged that the lead generation contract will be extended to 2017 and 2018; this is dependent on the review of 2016. This contract is procuring for 3 years however this will be subject to annual review.

III.2. Conditions for participation

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

List and brief description of conditions: 3.2.1 Selection Criteria

a) Grounds for mandatory exclusion — you will be excluded from the procurement process if there is evidence of convictions relating to specific criminal offences — please complete Appendix A.

III.2.2. Economic and financial ability

List and brief description of conditions: 3.2.1 Selection Criteria.

b) Financial Stability — marked pass or fail based on company accounts and information provided — please complete Appendix A and B. Financial stability is evaluated by looking at the following:-

a. Current ratio — Solvency.

b. Gearing ratio — Equity-Debt ratio.

c. Interest cover — Ability to fulfil short-term obligations to borrowers.

d. Adequacy of the reserves — Looking at Profitability versus the depletion of reserves.

e. Credit scoring — Experian.

III.2.3. Technical and professional ability

List and brief description of conditions:

3.2.1 Selection Criteria

c) Technical and professional ability required — marked pass or fail based on ability to demonstrate experience relating to the development and delivery of inward investment lead generation services — please complete Appendix C below — provide min. of 2 relevant case studies. A total score of 12 is required to pass.

If submitting as a business consortium, please provide min. 1 case study demonstrating previous work as a consortium (can be with a different partner than the one you're partnering with in this bid submission), additionally provide min. 2 case studies from each partner in this business consortium demonstrating experience relating to the development and delivery of inward investment lead generation services.

If submitting a bid including sub-contracted delivery please provide min. 1 case study demonstrating previous work with the subcontractor (can be with a different sub-contractor than the 1 you will be using in this bid submission), additionally provide min. 2 case studies demonstrating experience relating to the development and delivery of inward investment lead generation services from each partner in this business consortium.

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

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 Criteria below

1. O Tell us how you plan to deliver the lead generation activity taking into account key specifications of the project as listed under section 2.1.1 including both SME and large companies where there is investment potential from their SME supply chains. Weighting 20
2. O Tell us how you plan to deliver the support activities taking into account key specifications of the project as listed under section 2.1.1. Weighting 15
3. O Please provide a detailed methodology of how you will achieve the required measurable outputs as listed under section 1.2.1. Weighting 15
4. O How relevant, robust and realistic is the proposed approach to assess key specifications as listed under section 2.1.1 and specific outputs of the project as listed under section 1.2.1. Weighting 10
5. O Please provide information about what resources you will put to the project and how you will manage these to meet the project requirements. Weighting 10
6. O Risk and management of possible conflicts of interest — should the supplier be currently representing another core UK City/Capital then the supplier MUST submit a detailed methodology on how they will manage any possible conflicts of interest. This must also include the scenario of a potential investor considering the Project Area and one or more core UK Cities/Capital. Tenderers demonstrating no risk will be awarded maximum score. Weighting 10
7. Total fixed cost price for the maximum 3 year duration for undertaking the work set out in the pricing return (P1) shall be scored by comparing this with the lowest fixed cost price submitted by any tender (Z1) as per brief. Weighting 10
8. A clear detailed breakdown provided of the costs by the three years as listed in section 2.1.1.. Weighting 10

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

2016-BB-SALES-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

27.4.2016

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

Duration in days: 75 (from the date stated for receipt of 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 project is funded by the European Regional Development Fund through the Investing in Greater Birmingham Programme.

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

24.3.2016