

**United Kingdom-Birmingham: Event services**  
**OJ S 68/2016 07/04/2016**  
**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 1212025014

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 agency

**I.3. Main activity**

Other: 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**

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**II.1. Description**

**II.1.1. Title**

Event management and delivery of Venturefest West Midlands 2016.

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

Services

Service category No 27: Other services

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)**

Venturefest WM (West Midlands) is led by Birmingham Science City (BSC), with Marketing Birmingham as the accountable body and a key delivery partner. As such, this contract will be procured and managed by Marketing Birmingham, but will also work closely with BSC.

Marketing Birmingham is the regional 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.

Established in 2005, Birmingham Science City is an alliance of public, private and HE sectors working together to develop, stimulate and promote science and technology driven innovation for business growth and improved quality of life in Birmingham and the West Midlands. The Objectives of the Birmingham Science City Alliance are:

1. Building and maintaining a thriving innovation ecosystem.
2. Catalysing collaborative activity that drives and demonstrates science and technology based innovation.
3. Acting as a voice for innovation — promoting, representing and providing strategic leadership.

The management and delivery of an annual 1 day 'Venturefest West Midlands' event at the NEC, Birmingham on Thursday 23.6.2016. To provide a vibrant environment to bring together Innovators, Entrepreneurs and Investors that generates high growth business opportunities across the West Midlands Innovation Ecosystem.

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 Thursday 11.2.2016.

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

79952000 Event services, 79956000 Fair and exhibition organisation services, 39154000 Exhibition equipment, 79950000 Exhibition, fair and congress organisation services, 39154100 Exhibition stands

#### **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: 360 000 GBP  
excluding VAT

### **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. Methodology and approach. Weighting 80
2. Price. 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**

2016-BSC-VfWM-01

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

no

### **Section V: Award of contract**

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Contract No: 2016/S 008-010056

Lot title: Event management and delivery of Venturefest West Midlands 2016

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

11.4.2016

#### **V.2. Information about tenders**

Number of tenders received: 7

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

Official name: Business and Enterprise Commercial Ltd

Postal address: Spectrum 6, Spectrum Business Park, Country Durham

Town: Seaham

Postal code: SR7 7TT

Country: United Kingdom

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

Initial estimated total value of the contract/lot:

Value: 360 000 GBP

excluding VAT

Total value of the procurement:

Value: 360 000 GBP

excluding VAT

If annual or monthly value:

Number of years: 3

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

### **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:

no

#### **VI.2. Additional information**

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

##### **VI.3.2. Review procedure**

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

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

4.4.2016