

United Kingdom-Birmingham: Advertising and marketing services

OJ S 68/2017 06/04/2017

Contract notice

Supplies

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Marketing Birmingham

Postal address: Baskerville House, 2 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 1212025115

Fax: +44 1212025116

Internet address(es):General address of the contracting authority: www.marketingbirmingham.com/tendersAddress 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**

Body governed by public law

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**

Media Buying Agency Framework Agreement.

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

Supplies

Purchase

NUTS code UK United Kingdom

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 4 000 000 GBP

II.1.5. Short description of the contract or purchase(s)

Marketing Birmingham Limited (Company Registration No: 01631329) ('Marketing Birmingham') is a company limited by guarantee. It is a strategic marketing partnership and focuses on three business themes (i) investment, (ii) the visitor economy and (iii) strategic marketing. For more information please visit — www.marketingbirmingham.com

Marketing Birmingham further acts as an economic development and promotions agency undertaking long term Service Level Agreement contracts.

Client examples include: Birmingham City Council; the European Regional Development Fund; Finance Birmingham, West Midlands Combined Authority Partners (WMCA), Greater Birmingham and Solihull Local Enterprise Partnership. Coventry and Warwickshire Local Enterprise Partnership, Black Country Local Enterprise Partnership, Local Authorities Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton. Alongside this, Marketing Birmingham is also commissioned on a project by project basis by clients across the Midlands areas. These can range from consumer and business activity, across key sectors and geographic markets — regional, domestic and international.

Marketing Birmingham is funded by both the public and private sectors including:

- Birmingham City Council,
- England 2014 to 2020 European Structural and Investment Funds Growth Programme,
- Government initiatives, such as the Regional Growth Fund (RGF) and national Challenge Funds,
- West Midlands Combined Authority Partners (WMCA),
- Local Enterprise Partnerships,
- Greater Birmingham and Solihull LEP,
- Coventry and Warwickshire LEP,
- Black Country LEP,
- Local Authorities,
- Birmingham,
- Coventry,
- Dudley,
- Sandwell,
- Solihull,
- Walsall,
- Wolverhampton,
- Midlands Engine Partners,
- National trade organisations — DIT, Visit Britain and Visit England,
- More than 400 private sector partners from across all business sectors.

Marketing Birmingham receives funds from the England 2014 to 2020 European Structural and Investment Funds Growth Programme. As part of which Marketing Birmingham is contracted to:

- Directly support and attract 45 FDI SMEs,
- Attract 466 SMEs to the project area,

- Create 216 jobs in SMEs supported or attracted,
- Secure additional inward investment worth 900 000 GBP.

Marketing Birmingham is a contracting authority for the purposes of the Public Contracts Regulations 2015 ('the 2015 Regulations').

Marketing Birmingham has issued this Invitation to Tender ('ITT') to establish a framework ('the Contract') for media buying services ('the Services'). An open procurement procedure is being followed.

Tenderers should note that elements of the Services that may be called off from the Contract may be partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme referred to above.

Marketing Birmingham is procuring on its own behalf. Marketing Birmingham will be working with the partners identified below (the 'Partners') (and so the provision of the Services may benefit them) but will be the only contracting authority that will call off from the Contract.

- Birmingham City Council.
- West Midlands Combined Authority Partners.
- Local Enterprise Partnerships.
- Greater Birmingham and Solihull LEP.
- Coventry and Warwickshire LEP.
- Black Country LEP.
- Local Authorities.
- Birmingham.
- Coventry.
- Dudley.
- Sandwell.
- Solihull.
- Walsall.
- Wolverhampton.
- Midlands Engine Partners.
- Finance Birmingham.
- HS2.
- GBSLEP (Greater Birmingham and Solihull).
- GBSLEP Growth Hub.

This contract may also be used by Marketing Birmingham to benefit the following projects, subject to a successful bid outcomes: Arts Council England 'Cultural Destinations' fund 'Animating the Waterways of the Midlands'; and Visit Britain / Visit England 'Discover England Fund' 'Majestic Waterways Round 2' project, 2017-2019, and any contracted partners to these projects.

The aim of the Tender is to appoint one supplier to establish a single Supplier Framework Agreement for the delivery of media buying and related support services to Marketing Birmingham and their clients. As noted above the only contractual relationships will be with Marketing Birmingham.

Media buying services are required to fulfil the plans carried out by Marketing Birmingham, covering a range of third party contracts through which it delivers a range of marketing activity. Services will vary across the key working areas of Marketing Birmingham, which include leisure and business tourism, inward investment and strategic marketing.

Duration of the Framework

The Framework will be in place for a period of four years from commencement. It is anticipated that the Framework will commence on Friday 2.6.2017 and end on Friday 4.6.2021. Final dates will be confirmed to successful Tenderer.

Marketing Birmingham intends to appoint one supplier to establish a single Supplier

Framework. Due to the nature of the media buying services required and the necessity to deliver cohesive, multi-platform and multi-date activity, it would be to the detriment of the value, timing and ability to deliver successful activity if the process saw Marketing Birmingham issuing multiple briefs to multiple organisations across a number of Lots.

Please refer to the ITT and supporting documentation for the full specification, process and timescales. To access the ITT, 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 ITT is no later than 12:00 noon BST on Monday 8.5.2017.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79341100 Advertising consultancy services, 79342100 Direct marketing services, 79341400 Advertising campaign 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: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

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

Duration in months: 48 (from the award of the contract)

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 ITT and supporting documentation.

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

As detailed in the ITT and supporting documentation.

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 ITT and supporting documentation.

III.1.4. Contract performance conditions

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

Description of particular conditions: Tenderers should note that elements of the Services that may be called off from the Framework may be funded by the England 2014 to 2020 European Structural and Investment Funds growth Programme referred to above. If any funding conditions apply in any Call Off Contract (e.g. in relation to funding eligibility or the requirements of any of Marketing Birmingham's Partners) then Marketing Birmingham will indicate this in the Call Off Brief.

Should at any point during the duration of the framework or any Call Off Contract the Tenderer becomes a representative of a competitor or partner of Marketing Birmingham, that Tenderer will be required to inform Marketing Birmingham and act in accordance with the agreed methodology. If the Tenderer fails to successfully manage any conflicts of interest then Marketing Birmingham may choose to terminate the framework Agreement and/or Call Off Contract. Provision to this effect has been included in the Framework Agreement and Call Off Contract.

Part 3; Section 8 — Insurance

Tenderers must self-certify that they hold or will hold by the commencement of the Framework the specified insurances. A Tenderer's failure to self-certify that they hold or will hold the specified insurances by the commencement of the Framework if appointed will result in the Tenderer being excluded.

The successful Tenderer will be required to submit evidence of insurances as a condition of confirmation of award before entering into the Framework Agreement.

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: Suitability Assessment Questionnaire (these are also detailed in the ITT).

Part 1; Section 1 — Potential Tenderer information — for information only.

Part 2; Section 2 — Grounds for Mandatory Exclusion.

If a Tenderer selects 'Yes' to one or more grounds at Section 2 then the Tender will be excluded from the procurement.

Part 2; Section 3 — Grounds for Discretionary Exclusion.

If a Tenderer selects 'Yes' to Section 3 then the Tender may be excluded. Further detail can be found in the Suitability Assessment Questionnaire.

Part 3; Section 7 — Modern Slavery Act 2015.

If a Tenderer is a relevant commercial organisation as defined by section 54 (of the Modern Slavery Act 2015) and cannot provide evidence that it is compliant with the annual reporting requirements contained within that section, or reasonable explanation for any failure to comply, then the tender will be excluded from the procurement.

III.2.2. Economic and financial ability

List and brief description of conditions: Suitability Assessment Questionnaire (these are also detailed in the ITT).

Part 3; Section 4 — Economic and Financial Standing.

Economic and financial standing is assessed on a Pass/Fail basis.

Tenderers are required to self-certify that they meet the minimum requirements set out below in relation to their most recent accounts.

Minimum Annual Turnover.

— 250 000 GBP.

The successful Tenderer will be required to submit the financial information requested as a condition of confirmation of award before entering into the Contract Agreement. An evaluation

of the financial information will be conducted before contract signage using the criteria detailed below.

Current ratio — Solvency (calculated by current assets / current liabilities).

Pass if ratio is greater than or equal to 1;

Fail if ratio is less than 1.

Gearing ratio — Equity/Debt ratio (calculated by long term debt / equity and reserves).

Pass if ratio is less than or equal to 1;

Fail if ratio is greater than 1.

Interest cover — ability to fulfil short-term obligations to borrowers (calculated by profit before tax / interest payable).

Pass if ratio is greater than or equal to three times;

Fail if less than three times.

Reserves — assessment of profitability and the depletion of reserves (information only).

Minimum level(s) of standards possibly required: These can be found in the Invitation to Tender — assess on a Pass/Fail basis.

III.2.3. Technical and professional ability

List and brief description of conditions:

Suitability Assessment Questionnaire (these are also detailed in the ITT).

Part 3; Section 6 — Technical and Professional Ability.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Tender (see point 3.2). Case studies should detail any experience of delivering projects or contracts focusing on economic development and growth, for example, inward investment, leisure and business tourism and place marketing. All case studies should include an outline of the strategy and methodology, activity, KPIs, evaluation and the results achieved.

All case studies to include information on the account team including:

— Nature of work,

— Duration,

— Your approach to working with clients,

— Success — outputs achieved/exceeded and evaluation of activity.

Answers to this Question 6 are scored out of 15 possible marks encompassing all of the case studies submitted. A score of 10 is required to pass. Tenderers need to demonstrate experience relating to the specification detailed at 3.2 being tendered for. The marking scheme is at Appendix 5. Tenderers should limit their case to a maximum of 500 words each.

Please see the Suitability Assessment Questionnaire for more details including how to submit examples for consortium bids.

Minimum level(s) of standards possibly required:

These can be found in the Invitation to Tender — assessed on a Pass/Fail.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

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. Evaluation of the Fixed Commission Rate Card — average commission rate. Weighting 10
2. Ability of the Tenderer to deliver the specific Tender Task 1A requirements taking into account the key specifications. Evaluating the proposed methodology & practical approach for delivering the Tender Task requirements. Weighting 25
3. Ability of the deliverable (e.g. media schedule) provided to achieve the required measurable objectives as listed in the Tender Task. Weighting 25
4. The procedures proposed for how you plan to work with the in-house team including account management process. Weighting 20
5. Conflicts of Interest Methodology — will be evaluated on the basis of the ability of the Tenderer to manage any conflict of interest that may arise when fulfilling any Call Off Contracts called from the Framework. Weighting 10
6. The Tender with the lowest fixed cost price for undertaking the Tender Task Cost exercise 1B will receive 10 marks. 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

2017-MB-MB01

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

8.5.2017 - 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

Duration in months: 3 (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: Elements of the Services that may be called off from the Framework may be funded by the England 2014-2020 European Structural and Investment Funds Growth Programme.

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: The High Court of England and Wales.

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

VI.5. Date of dispatch of this notice

3.4.2017