

UK-Birmingham: advertising and marketing services

OJ S 82/2012 27/04/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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: Sarah Marshall

E-mail: Sarah.Marshall@marketingbirmingham.com

Telephone: +44 1212025106

Fax: +44 1212025116

Internet address(es):

General address of the contracting authority: 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

E-mail: 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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Marketing Birmingham Creative agency 2012-BMV-Creative-01.

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

Services
NUTS code

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)

The purpose of the tender is to appoint a creative agency to support requirements for Marketing Birmingham and ERDF partners for the period up until September 2014. The services include creating campaign concepts and campaign fulfilment for the business, visit and meet programmes:

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing 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 650 000,00 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Duration in months: 26 (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

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 Development 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-BMV-Creative-01 Marketing Birmingham Creative agency is detailed within the project description and tender document which can be viewed at www.marketingbirmingham.com/tenders.

III.2.3. Technical and professional ability

List and brief description of conditions:

Criteria for scoring tenders of 2012-BMV-Creative-01 Marketing Birmingham Creative agency is detailed within the project description and tender document which can be viewed at 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

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

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-BMV-CREATIVE-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

1.6.2012 - 12:00

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

13.6.2012

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

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: Marketing Birmingham 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

VI.5. Date of dispatch of this notice
25.4.2012