

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

OJ S 111/2016 10/06/2016

Contract award 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/tendersAddress of the buyer profile: <https://in-tendhost.co.uk/marketingbirmingham.aspx/Tenders/Current>**I.2. Type of the contracting authority**

Other

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**

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 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)**

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 and 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 12:00 noon BST on Wednesday, 27.4.2016.

II.1.5. 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.1.6. 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: 892 950 GBP
excluding VAT

Section IV: Procedure

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. 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. 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. Please provide a detailed methodology of how you will achieve the required measurable outputs as listed under section 1.2.1). Weighting 15
4. 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. 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. 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 1 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 3 years as listed in section 2.1.1). Weighting 10

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-BB-SALES-01

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 2016/S 061-104836

Lot No: 1

- Lot title: Europe

V.1. Date of conclusion of the contract

25.5.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: PM & Partner Marketing Consulting GmbH

Postal address: Loyner Straße 34

Town: Frankfurt am Main

Postal code: 60528

Country: Germany

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

Total value of the procurement:

Value: 178 800 GBP

excluding VAT

If annual or monthly value:

Number of months: 31

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Lot No: 2

- Lot title: Asia Pacific

V.1. Date of conclusion of the contract

25.5.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: HMC Global Ltd

Postal address: 1 Chlorine Gardens

Town: Belfast

Postal code: BT9 5DJ

Country: Ireland

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

Total value of the procurement:

Value: 360 000 GBP

excluding VAT

If annual or monthly value:

Number of months: 31

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Lot No: 3

- Lot title: North America

V.1. Date of conclusion of the contract

25.5.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: ROI Research on Investment

Postal address: 416 de Maisonneuve West, Suite 1000

Town: Montreal

Postal code: H3A 1L2

Country: Canada

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

Total value of the procurement:

Value: 354 150 GBP

excluding VAT

If annual or monthly value:

Number of months: 31

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Section VI: Complementary information

VI.1. 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 England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020 through the Investing in Greater Birmingham Programme.

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

Official name: UK High Court

VI.4. Date of dispatch of this notice

8.6.2016