

United Kingdom-Birmingham: Public relations services
OJ S 134/2016 14/07/2016
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: Procurement Manager

E-mail: Procurement@marketingbirmingham.com

Telephone: +44 1212025115

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

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

Communications Framework Agreement.

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 procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

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:

Range: between 2 500 000 and 4 000 000 GBP

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

Marketing Birmingham 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 and Greater Birmingham and Solihull Local Enterprise Partnership.

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)
- Midlands Engine Partners
- National trade organisations — UKTi, 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 45 SMEs.
- Attract 466 SMEs to the project area.
- Create 216 jobs in SMEs supported or attracted.
- Secure additional inward investment worth 900 000 GBP.
- Indirectly attract 1,807 private sector jobs to the area.
- Deliver support to 120 Enterprises.

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

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

An open procurement procedure is being followed.

The aim of the Framework is to create a suite of suppliers that can deliver communications support to Marketing Birmingham and the Partners. The only contractual relationships will be with Marketing Birmingham.

Communications support is required to attract and support investors to the area and build the West Midlands region's national and international profile through positive communications, PR,

media and online engagement that:

- Promotes the West Midlands region, Greater Birmingham & Solihull LEP and Black Country LEP areas as an investment and business location
- Highlights Greater Birmingham and the wider area as a centre of expertise and leading location for businesses in each of its key sectors
- Promotes the service provided by Business Birmingham and associated partners

The Framework will be in place for a period of four years from commencement. It is anticipated that the Framework will commence on 26th September 2016 and end on 25th September 2020. Final dates will be confirmed to successful Tenderers.

Framework Lots

The Framework is divided into three Lots:

- Lot 1 — B2B;
- Lot 2 — B2C; and
- Lot 3 — Corporate Activity.

Please refer to the ITT and supporting documentation for the full specification, process and time-scales. 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 attached brief is no later than 12 noon BST on Monday 15.8.2016.

II.1.6. CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations 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: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The Framework is divided into three Lots:

- Lot 1 — B2B;
- Lot 2 — B2C; and
- Lot 3 — Corporate Activity.

Tenderers are welcome to bid for one, two or all three Lots. There are no restrictions on the number of Lots that a Tenderer can be awarded.

The anticipated value of the Framework over the entirety of the four year term (taking into account all costs including any expenses) is between £2.5million and £4million plus VAT. The anticipated value of each Lot over the term is as follows:

- Lot 1 — between 1 500 000 GBP and 2 000 000 GBP plus VAT;
- Lot 2 — between 500 000 GBP and 1 000 000 GBP plus VAT; and
- Lot 3 — between 500 000 GBP and 1 000 000 GBP plus VAT.

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)

Information about lots

Lot No: 1

Lot title: B2B

1) Short description

A focus on projects and campaigns to drive inward investment, business tourism and deliver economic growth, with communications support required to deliver integrated campaigns for B2B audiences, using high quality traditional and non-traditional media outreach and coverage.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 1 500 000 and 2 000 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: B2C

1) Short description

3.9 A key focus on leisure tourism and resident projects, where creative campaigns may be required to deliver consumer facing perception changing, high quality call to action media outreach and coverage.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 500 000 and 1 000 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Corporate Activity

1) Short description

We are seeking assistance in positioning Marketing Birmingham as a strategic thought leader through proactive profile-raising and corporate positioning. As such, there will also be a requirement for strategic planning support, stakeholder management, support for high profile events, such as our AGM, identification of key journalists and relationship building assistance, horizon scanning intelligence and drafting corporate materials.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

3) Quantity or scope

Estimated value excluding VAT:

Range: between 500 000 and 1 000 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

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 partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme.

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 any 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 Contractor 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.

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 (questions are also included in the Invitation to Tender)

Question 2 — Grounds for Mandatory Exclusion

If a Tenderer selects 'Yes' to 1 or more grounds at Question 2.1 then the Tender will be excluded from the procurement.

If a Tenderer selects 'Yes' to Question 2.2 then the Tender may be excluded.

Further detail can be found in the Suitability Assessment Questionnaire.

Question 3 — Grounds for Discretionary Exclusion.

If a Tenderer selects 'Yes' to one or more grounds at Question 3.1 then they may be excluded.

Further detail can be found in the Suitability Assessment Questionnaire.

III.2.2. Economic and financial ability

List and brief description of conditions: Suitability Assessment (questions are also included in the Invitation to Tender).

Question 5 — Economic and Financial Standing.

Economic and financial standing is assessed on a Pass/Fail basis in accordance with the Invitation to Tender.

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 (calculated on the basis of two times the anticipated average Call Off Contract Value).

Lot 1 — 160 000 GBP

Lot 2 — 100 000 GBP

Lot 3 — 100 000 GBP

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)

The evaluation panel will approach each Tenderer consistently, and will make a decision based not on one but all of the above criteria / information. Therefore, this does not necessarily mean that failing one of the above criteria will result in a 'fail' for Question 5.

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

III.2.3. Technical and professional ability

List and brief description of conditions:

Suitability Assessment (questions are also included in the Invitation to Tender)

Question 6 — Technical and Professional Ability.

Technical and Professional Ability is assessed on a Pass/Fail basis in accordance with the Invitation to Tender.

A separate answer to Question 6 must be provided for each Lot that a Tender is submitted for.

Lot 1

Minimum two and maximum three examples of similar projects from the past 3 years, to include experience of inward investment, business tourism and delivery of economic growth – including an outline of the strategy, tactics/ activity, KPIs and evaluation implemented.

Lot 2

Minimum two and maximum three examples of similar projects from the past 3 years, to include experience of leisure tourism and resident projects –including an outline of the strategy, tactics/ activity, KPIs and evaluation implemented.

Lot 3

Minimum two and maximum three examples of similar projects from the last 3 years, to include experience of Corporate Positioning, Strategic Communications Planning, demonstrate a network of key journalists, experienced in drafting corporate materials — including an outline of the strategy, tactics/ activity, KPIs and evaluation implemented.

Information on the account team relevant to the case studies including:

- Nature of work
- Duration
- Relevant experience of the team
- International experience
- Your approach to working with clients
- Relevant experience — Geographic coverage and sector knowledge
- 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 per Lot. A score of 10 is required to pass for any Lot. Tenderers need to demonstrate experience relating to the Lot 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 basis.

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. Tender Task — Price Evaluation — fixed cost price for undertaking the Tender Task.
Weighting 5

2. Tender Task — Price Evaluation — Detailed cost breakdown for the Tender Task. This should include number of days/hours to be provided by level of staff and the hourly daily rates (these should correspond to the Fixed Rate Price Card). Weighting 10
3. Presentation Task — Price Evaluation — Best value for money based on a breakdown of the Tenderer's proposed costs for the Presentation Task. Weighting 1
4. Fixed Rate Price Card — Price Evaluation — Evaluation of the Fixed Rate Price Card submitted with the Tender in the form set out at Appendix 7. Tenderers will note that the Fixed Rate Price Card will contain the rates for Call Offs from the Framework. The rates are fixed for the duration of the Framework. Weighting 10
5. Tender Task — Quality Evaluation — Ability of the Tenderer to deliver the specific Tender Task requirements taking into account the key specifications listed in Tender Task. Marketing Birmingham will be evaluating the proposed methodology for delivering the Tender Task requirements. Weighting 20
6. Tender Task — Quality Evaluation — How relevant, robust and realistic the proposed approach to assess the key specifications in the Tender Task. Marketing Birmingham will be evaluating the practical approach outlined by the Tenderer to respond to the Tender Task. Weighting 10
7. Tender Task — Quality Evaluation — Ability of methodology to achieve the required measurable outputs as listed in the Tender Task. Marketing Birmingham will be evaluating the relevance of the KPI's and evaluation metrics proposed by the Tenderer. Weighting 20
8. Tender Task — Quality Evaluation — The resources put toward the project and the ability to manage these to meet the project requirements set out in the Tender Task. Marketing Birmingham will be evaluating the designation and level of staff proposal for the Tender Task requirements as well as the planned delivery and methodology of managing the resources. Weighting 10
9. Conflict of Interest Methodology — Quality Evaluation — The 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 off from the Framework. Weighting 10
10. Presentation Task — Quality Evaluation — —The Tenderer's ability to demonstrate tactics (1 mark); —The ability to deliver a strategy and logistical approach (2marks); —The company /structure/team (1 mark) see ITT. Weighting 4

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-MB-PR01

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

15.8.2016 - 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

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 partially 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

12.7.2016