

**United Kingdom-Birmingham: Marketing services**

OJ S 155/2016 12/08/2016

Contract 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: Procurement Manager

E-mail: [Procurement@marketingbirmingham.com](mailto:Procurement@marketingbirmingham.com)

Telephone: +44 1212025115

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>**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Marketing and Creative 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 UKG3 West Midlands,UK United Kingdom

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

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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 550 000 and 5 000 000 GBP

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

Marketing Birmingham Limited 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](http://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 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 marketing and creative support to Marketing Birmingham and its Clients. As noted above the only contractual relationships will be with Marketing Birmingham.

Marketing and creative 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. The Framework will be in place for a period of four years from commencement. It is anticipated that the Framework will commence on Friday 7th October 2016 and end on Tuesday 6th October 2020. Final dates will be confirmed to successful Tenderers.

#### Framework Lots

The Framework is divided into 6 Lots:

- Lot 1 — Marketing strategy and planning.
- Lot 2 — Integrated campaign creative and delivering.
- Lot 3 — Digital marketing.
- Lot 4 — Motion design & CGI.
- Lot 5 — Design and artwork.
- Lot 6 — Print.

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 Wednesday 14.9.2016.

#### II.1.6. CPV code(s)

79342000 Marketing services, 79340000 Advertising and marketing services, 92111230 Propaganda film production, 22300000 Postcards, greeting cards and other printed matter, 22100000 Printed books, brochures and leaflets, 92111250 Information film production, 79415200 Design consultancy services, 79810000 Printing services, 79822500 Graphic design services, 79800000 Printing and related services, 72413000 World wide web (www) site design services, 79342100 Direct marketing services, 79811000 Digital printing services, 92111210 Advertising film production, 22900000 Miscellaneous printed matter, 79933000 Design support services, 92111200 Advertising, propaganda and information film and video-tape production, 22000000 Printed matter and related products, 72415000 World wide web (www) site operation host services, 30194220 Drafting films, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79413000 Marketing management consultancy services, 22458000 Bespoke printed matter

#### 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 6 Lots:

- Lot 1 — Marketing strategy & planning;
- Lot 2 — Integrated campaign creative & delivering
- Lot 3 — Digital marketing
- Lot 4 — Motion design & CGI

— Lot 5 — Design and artwork

— Lot 6 — Print

Tenderers are welcome to bid for as many Lots from one up to all six as they wish. 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 £550,000 and £5 million plus VAT. The anticipated value of each Lot over the term is as follows:

— Lot 1 — between 100 000 GBP and 1 000 000 GBP plus VAT;

— Lot 2 — between 220 000 GBP and 1 000 000 GBP plus VAT;

— Lot 3 — between 150 000 GBP and 1 000 000 GBP plus VAT;

— Lot 4 — between 20 000 GBP and £500,000 plus VAT;

— Lot 5 — between 40 000 GBP and 1 000 000 GBP plus VAT; and

— Lot 6 — between 20 000 GBP and 500 000 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: Marketing Strategy and Planning

#### **1) Short description**

The strategic and planning stages of a project, to help deliver a more comprehensive solution to marketing challenges. Marketing Birmingham has an internal research team; however further external support may be required for projects.

#### **2) CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services

#### **3) Quantity or scope**

Estimated value excluding VAT:

Range: between 100 000 and 1 000 000 GBP

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

Lot No: 2

Lot title: Integrated campaign creative and delivering

#### **1) Short description**

This Lot covers the delivery of integrated campaigns, potentially including the creative development, from idea concepts, through to design and delivery, and also campaign evaluation.

#### **2) CPV code(s)**

79342000 Marketing services, 79933000 Design support services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342100 Direct marketing services, 79340000 Advertising and marketing services, 79415200 Design consultancy services

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 220 000 and 1 000 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 3

Lot title: Digital Marketing

**1) Short description**

Digital strategy and planning

Creation of new websites — conception through to launch and maintenance, including site maps, wireframes, testing, hosting and maintenance.

Updating, hosting and maintenance on existing sites.

Digital design and build.

**2) CPV code(s)**

72413000 World wide web (www) site design services, 72415000 World wide web (www) site operation host services, 79342000 Marketing services, 79822500 Graphic design services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 150 000 and 1 000 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 4

Lot title: Motion design & CGI

**1) Short description**

Specific objectives for the design and delivery of motion graphics include but are not limited to:

Video/film production and editing (including HD and 4K)

Animation and motion graphics (including 3D and 2D).

**2) CPV code(s)**

92111200 Advertising, propaganda and information film and video-tape production, 92111230 Propaganda film production, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 30194220 Drafting films, 92111210 Advertising film production, 79342000 Marketing services, 92111250 Information film production

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 20 000 and 500 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 5

Lot title: Design and artwork

**1) Short description**

Specific objectives for the design and artwork of printed collateral and publications include but are not limited to:

- Brochures.
- Flyers.
- Adverts.
- Corporate documents (Annual Reports, Financial reports).
- Direct Mail.
- Maps.
- Corporate stationary.
- Promotional items and branding.
- Large & small format (pull up banners, signage etc.).

**2) CPV code(s)**

79340000 Advertising and marketing services, 79933000 Design support services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342100 Direct marketing services, 79342000 Marketing services, 79415200 Design consultancy services

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 40 000 and 1 000 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 6

Lot title: Print

**1) Short description**

Specific objectives for all print requirements will include but not be limited to:

- Brochures
- Flyers
- Adverts
- Corporate documents (Annual Reports, Financial reports)
- Direct Mail
- Maps
- Corporate stationary
- Promotional items & branding
- Large & small format (pull up banners, signage etc.).

**2) CPV code(s)**

79800000 Printing and related services, 79810000 Printing services, 79342000 Marketing services, 22100000 Printed books, brochures and leaflets, 22458000 Bespoke printed matter, 79811000 Digital printing services, 22000000 Printed matter and related products, 22900000 Miscellaneous printed matter, 22300000 Postcards, greeting cards and other printed matter

**3) Quantity or scope**

Estimated value excluding VAT:

Range: between 20 000 and 500 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**Section III: Legal, economic, financial and technical information**

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**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 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.

Question 7A — 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.

If a Tenderer is successful then it 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 (these are also detailed in the ITT)

Question 1 — Tenderer information — for information only

Question 2 — Grounds for Mandatory Exclusion

If a Tenderer selects 'Yes' to one 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.

#### Question 7B — Compliance with equality legislation

If a Tenderer answers 'Yes' to either Question 7B.1 or 7B.2 then they may be excluded if the Tenderer is unable to demonstrate to Marketing Birmingham's satisfaction that appropriate remedial action has been taken to prevent similar unlawful discrimination reoccurring.

Further information can be found in the Suitability Assessment Questionnaire.

#### Question 7C — Health and Safety

A Tenderer who answers 'No' to Question 7C.1 will be excluded.

A Tenderer who answers 'Yes' to Question 7C.2 may be excluded where they are unable to demonstrate remedial action to prevent future occurrences/breaches to the satisfaction of Marketing Birmingham.

A Tenderer who answers 'No' to Question 7C.3 may be excluded.

### **III.2.2. Economic and financial ability**

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

#### Question 5 — 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 (calculated on the basis of two times the anticipated average Call Off Contract Value).

Lot 1 — 50 000 GBP

Lot 2 — 60 000 GBP

Lot 3 — 20 000 GBP

Lot 4 — 4 000 GBP

Lot 5 — 2 000 GBP

Lot 6 — 1 000 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 3 times;

Fail if less than 3 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 — assess on a Pass/Fail basis.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

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

Question 6 — Technical and Professional Ability.

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

Lot 1 — Marketing and strategic planning.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see points 3.3 and 3.4). 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.

Lot 2 — Integrated campaign creative/delivery.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see point 3.5). 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, key visuals to represent the campaign, KPIs, evaluation and the results achieved.

Lot 3 — Digital marketing.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see points 3.6 — 3.14). 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, key visuals to represent the work carried out, KPIs, evaluation and the results achieved.

Lot 4 — Motion design and CGI.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see point 3.15). 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, key visuals and links to represent the work carried out, as well as evaluation and the results achieved.

Lot 5 — Design and artwork.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see points 3.16 — 3.17). 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, key visuals to represent the work carried out, KPIs, evaluation and results achieved.

Lot 6 — Print.

Minimum two and maximum three examples of projects from the past three years, relating to the specific objectives of this Lot (see points 3.18 and 3.19). 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 where possible. All case studies should include an outline of the strategy and methodology, key visuals to represent the work carried out and client testimonial.

For ALL Lots:

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 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 — assess 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**

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### **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 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**

2016-MB-MC01

#### **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**

14.9.2016 - 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**

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**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 call 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**

10.8.2016