

UK-Birmingham: advertising and marketing services
OJ S 196/2012 11/10/2012
Contract award 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: Rebecca Banister
E-mail: rebecca.bannister@marketingbirmingham.com
Telephone: +44 1212025112
Fax: +44 1212025116
Internet address(es):
General address of the contracting authority: www.marketingbirmingham.com

I.2. Type of the contracting authority

Other

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

Business Birmingham PR Contract BB01.

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Birmingham, West Midlands.

NUTS code UKG31 Birmingham

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)

Business Birmingham is the area's official inward investment programme, part of Marketing Birmingham's destination marketing strategy. The aim is to position the area - Birmingham, the Black Country and Solihull - as a leading inward investment location in the UK and Europe. The PR contract will see the planning and implementation of PR and communications activity for Business Birmingham, targeting defined sectoral and geographic targets.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79342100 Direct marketing services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations 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

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Cost. Weighting 20
2. Relevant expertise and experience. Weighting 55
3. International presence /contacts and capability to generate International media coverage. Weighting 10
4. Inward Investment experience. Weighting 15

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

BB01 2012

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 44-070875](#) of 28.2.2012

Section V: Award of contract

V.1. Date of conclusion of the contract

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Portland

Town: London

Country: United Kingdom

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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: The contract is partially funded by the European Regional Development Fund through the Investing in the City Region ERDF project managed by Marketing Birmingham.

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Marketing Birmingham incorporated a standstill period as per European Procurement Guidelines, at the point information on the award of the contract was communicated to tenderers.

VI.3.3. Service from which information about the review procedure may be obtained

Official name: Marketing Birmingham Postal code: B1 2ND

Country: United Kingdom

VI.4. Date of dispatch of this notice

8.10.2012