

UK-Birmingham: business and management consultancy services
OJ S 197/2012 12/10/2012
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: Louise McNally
E-mail: louise.mcnally@marketingbirmingham.com
Telephone: +44 1212025104
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

Marketing Birmingham Lead Generation 2012-BB-SALES-05.

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

Services

Service category No 27: Other services

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)

Marketing Birmingham and partners (Black Country, Solihull, Southside and Birmingham Airport) have been awarded European Regional Development Funding for the period up until June 2014. The purpose of the tender was to appoint a supplier for the services related to lead generation aimed at potential investors to support requirements for Marketing Birmingham and ERDF partners for the period up until the end of June 2014. The lead generation activity

includes the role of Business Birmingham's strategic business development partner as well as front end sales partner in specified geographical areas.

II.1.5. CPV code(s)

79410000 Business and management consultancy services, 79411100 Business development 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

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Financial stability and quality of response. Weighting 15
2. Methodology, planning and management. Weighting 25
3. Cost. Weighting 20
4. Relevant experience and demonstrated understanding. Weighting 40

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

2012-BB-SALES-05

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 076-125546](#) of 16.4.2012

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: Corvon Pty

Town: Melbourne

Country: Australia

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

V.1. Date of conclusion of the contract**V.2. Information about tenders****V.3. Name and address of the contractor**

Official name: England Development Agency

Town: Cambridge, MA

Country: United States

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

V.1. Date of conclusion of the contract**V.2. Information about tenders****V.3. Name and address of the contractor**

Official name: PM & Partner Marketing Consulting

Town: Frankfurt

Country: Germany

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Proportion: 36,00 %

Short description of the value/proportion of the contract to be sub-contracted: The sub contracted organisation will cover the Indian market and will operate in partnership with PM & Partner Marketing Consulting.

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 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

10.10.2012