

United Kingdom-Birmingham: Advertising and marketing services

OJ S 185/2016 24/09/2016

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: EU.Procurements@marketingbirmingham.com

Telephone: +44 12120250115

Fax: +44 1212025115

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>**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**

Investing in Greater Birmingham — Life Sciences Campaign.

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

Services

Service category No 13: Advertising services

NUTS code UKG West Midlands (England)

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

Marketing Birmingham is the area's strategic marketing partnership, which focuses on three business areas (i) investment, (ii) the visitor economy and (iii) strategic marketing. For more information please visit — www.marketingbirmingham.com

The company is funded by the public and private sectors, and 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 (ERDF); Finance Birmingham and Greater Birmingham and Solihull Local Enterprise Partnership.

This project is partially funded by 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 45 SMEs to the project area

Create 466 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.

Alongside this, Marketing Birmingham also is commissioned on a project by project basis by clients across the Midlands areas. These can range between consumer and business activity, across key sectors and geographic markets — regional, domestic and international.

The aim of this project is to promote the key messages and propositions of why Greater Birmingham is the perfect location to locate and invest in for Life Science SMEs. This will be achieved by promoting the region's strengths in this sector and associated sub-sectors, for example med-tech and diagnostics.

Through our research it has been identified that the highest concentration of Life Science clusters are located along the US West Coast, especially in the California area, as such this will be our primary target. For reference, other target geographies for the Investing in Greater Birmingham Project are North America, Germany, Switzerland, Scandinavia, Australia, India, China and Japan.

In this context, Marketing Birmingham is looking to appoint a supplier to deliver a media package to effectively target these SMEs and key decision makers in the investment supply chain.

Alongside this, Marketing Birmingham aims to generate leads from this sector of key decision makers and would like to add this element to campaigns where possible.

Please refer to the tender brief for full requirements, process and timescales. 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 noon BST on Thursday 27.10.2016.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 92200000 Radio and television services, 92210000 Radio services, 72414000 Web search engine providers, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management

services, 22460000 Trade-advertising material, commercial catalogues and manuals, 79341400 Advertising campaign services, 22200000 Newspapers, journals, periodicals and magazines

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: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT:

Range: between 0,01 and 50 000 GBP

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: 4 (from the award of the contract)

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 tender brief.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

As detailed in the tender brief.

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 tender brief.

III.1.4. Contract performance conditions

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: As detailed in the tender brief.

Completion of:

Appendix A — Supplier Information — for information only

Appendix B — Bidding Model — for information only

Appendix D — Grounds for Mandatory exclusion — if the tenderer selects 'Yes' to one or more grounds then the Tender will be excluded from the procurement.

Appendix E — Grounds for Discretionary exclusion — if the tenderer selects 'Yes' to one or

more grounds than they may be excluded.

Appendix C — Minimum level of Insurances:-

Employer's (Compulsory) Liability Insurance = 5 000 000 GBP

Public Liability Insurance = 5 000 000 GBP

Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated.

If unable to provide at selection stage, must provide after award stage if successful to enable project appointment. If unable to provide then offer will be withdrawn.

III.2.2. Economic and financial ability

List and brief description of conditions: As detailed in the tender brief.

Appendix C — Financial Information- 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 financial statements:-

£100,000

The Financial information requested will be assess as follows on a Pass/Fail basis

- a. Annual turnover, and whether this meets Marketing Birmingham's minimum requirements
- b. Current ratio — Solvency (Pass if ratio is greater than or equal to 1; Fail if less than 1) (Pass if ≥ 1 ; Fail if < 1)
- c. Gearing ratio — Equity-Debt ratio (Pass if ratio is less than or equal to 1; Fail if greater than 1) (Pass if ≤ 1 ; Fail if >1)
- d. Interest cover — Ability to fulfil short-term obligations to borrowers (Pass if ratio is greater than or equal to 3 times; Fail if less than 3 times) (Pass if ≥ 3 times; Fail if < 3 times)
- e. Adequacy of the reserves — Looking at Profitability and the depletion of reserves

The evaluation panel 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 an overall fail.

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

III.2.3. Technical and professional ability

List and brief description of conditions:

These can be found in the tender brief — assessed on a Pass/Fail basis

Professional and Technical Ability — Appendix F — Relevant case studies (min 2, max 3)

marked pass or fail based on ability to demonstrate experience relating to the specification and in particular case studies demonstrating experience in the target geography of North America.

Minimum level(s) of standards possibly required:

These can be found in the tender brief — 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. Prepare a media purchasing plan that demonstrates use of appropriate and relevant media to the target audience and geography demonstrating best value for money. Weighting 30
2. Provide a detailed methodology and time line of how you will deliver within the time frames. Weighting 30
3. The resources to be put towards delivering this contract and the ability to manage these to meet project requirements. Weighting 15
4. The ability of the Tenderer to manage any conflict of interest that may arise when fulfilling the project requirements. Weighting 5
5. Price — total cost for proposed media plan. Weighting 20

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-MBLS-01

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

27.10.2016 - 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

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: This contract is partially funded by the England 2014-2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project.

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

22.9.2016