

United Kingdom-Birmignham: Advertising and marketing services
OJ S 140/2020 22/07/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Birmingham City University
Postal address: University House, 15 Bartholomew Row
Town: Birmignham
NUTS code: UKG31 Birmingham
Postal code: B5 5JU
Country: United Kingdom
Contact person: Tina Lewis
E-mail: tina.lewis@bcu.ac.uk
Telephone: +44 1213317677
Internet address(es):
Main address: <https://www.bcu.ac.uk/>
Address of the buyer profile: <https://www.delta-esourcing.com/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Strategic Planning and Media Buying (Interim)
Reference number: PS005B

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Strategic planning and media buying services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 254 166,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKG31 Birmingham

Main site or place of performance: Birmingham.

II.2.4. Description of the procurement

Strategic planning and media buying services.

II.2.5. Award criteria

Quality criterion - Name: Quality/technical / Weighting: 70 %

Cost criterion - Name: Price / Weighting: 30 %

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 029-068872](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/04/2020

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: SMRS Ltd

National registration number: 03365804

Postal address: Brook House, 77 Fountain Street

Town: Manchester

NUTS code: UKD33 Manchester

Postal code: M2 2EE

Country: United Kingdom

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 254 166,67 GBP

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

To view this notice, please click here: <https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=507200006>

Go reference: GO-2020717-PRO-16857009

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Birmingham City University — Legal Services

Postal address: 15 Bartholomew Row

Town: Birmingham

Postal code: B5 5JU

Country: United Kingdom

VI.5. Date of dispatch of this notice

17/07/2020