

United Kingdom-Birmingham: Public relations services
OJ S 201/2014 18/10/2014
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: Jazz Bansal

E-mail: jazz.bansal@marketingbirmingham.com

Telephone: +44 1212025115

Fax: +44 1212025116

Internet address(es):

General address of the contracting authority: 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

Other: Marketing

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 attributed to the contract by the contracting authority

PR and Events Support Brief 2014-2015.

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

Services

Service category No 27: Other services

NUTS code UKG3 West Midlands

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 areas strategic marketing partnership and operates the leisure and business tourism programmes Visit and Meet Birmingham, as well as its inward investment programme, Business Birmingham. These programmes promote the Greater Birmingham and Solihull Local Enterprise Partnership area (Birmingham, Solihull, southern Staffordshire (Cannock Chase, Lichfield, Tamworth and East Staffordshire) and northern Worcestershire (Bromsgrove, Redditch and Wyre Forest)) and the Black Country Local Enterprise Partnership area (Dudley, Sandwell, Walsall and Wolverhampton) as a place to visit, meet and invest. The company is public/private funded by (i) Birmingham City Council; (ii) the European Regional Development Fund and (iii) private sector partners from across the areas business community.

Marketing Birmingham and ERDF partners, as detailed above, have been awarded European Regional Development Funding for the period to December 2015.

The purpose of this tender is to appoint PR and Event support for Business Birmingham the inward investment programme, and Visit and Meet Birmingham for the period January to October 2015.

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: 00 noon GMT on Tuesday 9.12.2014.

II.1.6. CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

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: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT:

Range: between 0,01 and 250 000 GBP

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Duration in months: 10 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Business Birmingham

1) Short description

Please refer to the tender document.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Visit and Meet

1) Short description

Please refer to the tender document.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Corporate Activity

1) Short description

Please refer to the tender document.

2) CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

III.1.3.

Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: This contract will include break clauses. Performance Reviews will take place throughout the contract. The contract is subject to the continuation of funding.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Criteria for scoring is detailed within the tender document which can be viewed at <https://in-tendhost.co.uk/marketingbirmingham.aspx/Home>

III.2.3. Technical and professional ability

List and brief description of conditions:

Criteria for scoring is detailed within the tender document which can be viewed at <https://in-tendhost.co.uk/marketingbirmingham.aspx/Home>

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 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

2014-MB-PR01

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

9.12.2014 - 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

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 part funded by the European Regional Development Fund through the Investing in the City Region ERDF project managed by Marketing Birmingham.

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: Marketing Birmingham will incorporate a standstill period as per European guidelines, at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period which will be for 10 days provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Marketing Birmingham Ltd

Postal address: Baskerville House, Centenary Square, Broad Street

Town: Birmingham

Postal code: B1 2ND

Country: United Kingdom

Telephone: +44 1212025115

Internet address: www.marketingbirmingham.com

VI.5. Date of dispatch of this notice

15.10.2014