

**United Kingdom-Birmingham: Public relations services**  
**OJ S 200/2016 15/10/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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: [EU.Procurements@marketingbirmingham.com](mailto:EU.Procurements@marketingbirmingham.com)

Telephone: +44 1212025014

Fax: +44 1212025116

**Internet address(es):**

General address of the contracting authority: [www.marketingbirmingham.com/tenders](http://www.marketingbirmingham.com/tenders)

Address of the buyer profile: <https://in-tendhost.co.uk/marketingbirmingham.aspx/Tenders/Current>

**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**

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**II.1. Description**

**II.1.1. Title**

Communications Framework Agreement.

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

Services

Service category No 27: Other services

NUTS code UK United Kingdom

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

Marketing Birmingham is a strategic marketing partnership and focuses on 3 business themes (i) investment, (ii) the visitor economy and (iii) strategic marketing. For more information please visit — [www.marketingbirmingham.com](http://www.marketingbirmingham.com)

Marketing Birmingham further 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; Finance Birmingham and Greater Birmingham and Solihull Local Enterprise Partnership.

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

Marketing Birmingham is funded by both the public and private sectors including:

- Birmingham City Council;
- England 2014 to 2020 European Structural and Investment Funds Growth Programme;
- Government initiatives, such as the Regional Growth Fund (RGF) and national Challenge Funds;
- West Midlands Combined Authority Partners (WMCA);
- Midlands Engine Partners;
- National trade organisations — UKTi, Visit Britain and Visit England;
- More than 400 private sector partners from across all business sectors.

Marketing Birmingham receives funds from 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 466 SMEs to the project area;
- Create 216 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.

Marketing Birmingham is a contracting authority for the purposes of the Public Contracts Regulations 2015 ('the 2015 Regulations').

Tenderers should note that elements of the Services that may be called off from the Framework may be partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme referred to above.

An open procurement procedure is being followed.

The aim of the Framework is to create a suite of suppliers that can deliver communications support to Marketing Birmingham and the Partners. The only contractual relationships will be with Marketing Birmingham.

Communications support is required to attract and support investors to the area and build the West Midlands region's national and international profile through positive communications, PR, media and online engagement that:

- Promotes the West Midlands region, Greater Birmingham and Solihull LEP and Black Country LEP areas as an investment and business location;
- Highlights Greater Birmingham and the wider area as a centre of expertise and leading location for businesses in each of its key sectors;
- Promotes the service provided by Business Birmingham and associated partners.

The Framework will be in place for a period of four years from commencement. It is anticipated that the Framework will commence on 26.9.2016 and end on 25.9.2020. Final dates will be confirmed to successful Tenderers.

Framework Lots

The Framework is divided into three Lots:

- Lot 1 — B2B;
- Lot 2 — B2C; and
- Lot 3 — Corporate Activity.

Please refer to the ITT and supporting documentation for the full specification, process and time-scales. To access the ITT, 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 BST on Monday 15.8.2016.

#### **II.1.5. CPV code(s)**

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**

Lowest offer 2 500 000 and Highest offer 4 000 000 GBP  
excluding VAT

## **Section IV: Procedure**

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### **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. Tender Task — Price evaluation — fixed cost price for undertaking the Tender. Weighting 5
2. Tender Task — Price evaluation — Detailed cost breakdown for the tender task. This should include number of days/hours to be provided by level of staff and the hourly/daily rates (these should correspond to the fixed rate card). Weighting 10
3. Presentation task — Price evaluation — Best value for money based on a breakdown of the tenderer's proposed costs for the presentation task. Weighting 1
4. Fixed rate price card — Price evaluation — Evaluation of the fixed rate price card submitted with the tender in the form set out at appendix 7. Tenderers will note that the fixed rate price card will contain the rates for call offs from the framework. The rates are fixed for the duration of the Framework. Weighting 10
5. Tender task — Quality evaluation — Ability of the tenderer to deliver the specific tender task requirements taking into account the key specifications listed in tender task. Marketing Birmingham will be evaluating the proposed methodology for delivering the tender task requirements. Weighting 20
6. Tender Task — Quality evaluation — How relevant, robust and realistic the proposed approach to assess the key specifications in the tender task. Marketing Birmingham will be evaluating the practical approach outlined by the tenderer to respond to the tender Task. Weighting 10
7. Tender task — Quality evaluation — Ability of methodology to achieve the required measurable outputs as listed in the tender task. Marketing Birmingham will be evaluating the relevant of the KPI's and evaluation metrics proposed by the tenderer. Weighting 20

8. Tender task — Quality evaluation — The resources put toward the project and the ability to manage these to meet the project requirements set out in the tender task. Marketing Birmingham will be evaluating the designation and level of staff proposal for the tender task requirements as well as the planned deliver and methodology of managing the resources.

Weighting 10

9. Conflict of interest methodology — Quality evaluation — The methodology will be evaluated on the basis of the ability of the tenderer to manage any conflict of interest that may arise when fulfilling any call off contracts called off from the framework. Weighting 10

10. Presentation task — Quality evaluation — The Tenderers ability to demonstrate tactics (1 mark); The ability to deliver a strategy and logistical approach (2 marks); The company /structure/team (1 mark) see ITT. Weighting 4

#### **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**

2016-MB-PR01

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2016/S 134-241973](#)

#### **Section V: Award of contract**

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Lot No: 1

- Lot title: B2B

##### **V.1. Date of conclusion of the contract**

29.9.2016

##### **V.2. Information about tenders**

##### **V.3. Name and address of the contractor**

Official name: Story Comms Ltd

Postal address: 156 Grange Road

Town: Kings Heath

Postal code: B14 7RR

Country: United Kingdom

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

If annual or monthly value:

Number of years: 4

##### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot No: 1

- Lot title: B2B

##### **V.1. Date of conclusion of the contract**

29.9.2016

##### **V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Portland PR Limited  
Postal address: 239 Old Marylebone Road  
Town: London  
Postal code: NW1 5QT  
Country: United Kingdom

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

**V.5. Information about subcontracting**

Lot No: 2

- Lot title: B2C

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Story Comms Ltd  
Postal address: 156 Grange Road  
Town: Kings Heath  
Postal code: B14 7RR  
Country: United Kingdom

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

If annual or monthly value:  
Number of years: 4

**V.5. Information about subcontracting**

Lot No: 2

- Lot title: B2C

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Portland PR Limited  
Postal address: 239 Old Marylebone Road  
Town: London  
Postal code: NW1 5QT  
Country: United Kingdom

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

If annual or monthly value:  
Number of years: 4

**V.5. Information about subcontracting**

Lot No: 3

- Lot title: Corporate Activity

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Story Comms Ltd  
Postal address: 156 Grange Road  
Town: Kings Heath  
Postal code: B14 7RR  
Country: United Kingdom

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

If annual or monthly value:  
Number of years: 4

**V.5. Information about subcontracting**

Lot No: 3

- Lot title: Corporate Activity

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Portland PR Limited  
Postal address: 239 Old Marylebone Road  
Town: London  
Postal code: NW1 5QT  
Country: United Kingdom

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

If annual or monthly value:  
Number of years: 4

**V.5. Information about subcontracting**

Lot No: 3

- Lot title: Corporate Activity

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Journalista Ltd  
Postal address: 22 Upper Ground  
Town: London  
Postal code: SE1 9PD  
Country: United Kingdom

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

If annual or monthly value:  
Number of years: 4

**V.5. Information about subcontracting**

Lot No: 3

- Lot title: Corporate Activity

**V.1. Date of conclusion of the contract**

29.9.2016

**V.2. Information about tenders**

**V.3. Name and address of the contractor**

Official name: Grayling Communications Ltd

Postal address: 8th Floor, Holborn Gate, 26 Soutampton Buildings

Town: London

Postal code: WC2A 1PN

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

If annual or monthly value:

Number of years: 4

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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**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: Elements of the Services that may be called off from the Framework may be partially funded by the England 2014-2020 European Structural and Investment Funds Growth Programme.

**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: The High Court of England and Wales.

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

**VI.4. Date of dispatch of this notice**

13.10.2016