

United Kingdom-Birmingham: Advertising and marketing services
OJ S 223/2014 19/11/2014
Contract award 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 1212025014

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>

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

Greater Birmingham Brand and Strategy Planning 2014.

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

Services

Service category No 27: Other services

NUTS code

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 has been commissioned on behalf of The Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) to deliver a regional positioning strategy that will strengthen the understanding and promotion of the LEPs proposition across socio-political and economic platforms.

The project aims to enhance the role of strategic marketing in increasing performance and boosting economic impact, as detailed in the GBSLEP Strategic Economic Plan. The main objective is to establish a brand orientation and strategy that aims to:

- Deliver the GBSLEP first positioning strategy in consultation with key regional and industry stakeholders;
- Position Greater Birmingham and Solihull as the regional hub and a major economic powerhouse within the UK; and;
- Create a blueprint for future delivery, with a clearly defined positioning roadmap for the GBSLEP region.

Please refer to the tender brief for full details of the tender requirements, process and time-scales. To access the tender brief and enable tender submission, all suppliers must visit the Marketing Birmingham e-Procurement system to register interest.

E-Procurement:

<https://in-tendhost.co.uk/marketingbirmingham/asp/Home>

Please note the deadline for full submission as outlined in the attached brief is no later than 12:00 noon on Monday 8.9.2014.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79400000 Business and management consultancy and related services, 79342000 Marketing services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services, 72224000 Project management consultancy services, 79410000 Business and management consultancy services, 79341400 Advertising campaign 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 — Pass/Fail
2. Expertise. Weighting 20
3. Cost. Weighting 30
4. Methodology. Weighting 40
5. Evidence of stakeholder management. Weighting 10

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

2014-GB-Branding Project

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 2014/S 1038-248141

Lot title: Greater Birmingham Brand and Strategy Planning 2014

V.1. Date of conclusion of the contract

13.10.2014

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Heavenly Group Ltd

Postal address: The Old Ticket Hall, 183 Eversholt Street

Town: London

Postal code: NW1 1BU

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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 part 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

Official name: Marketing Birmingham

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.3.2. 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 communication to tenderers. That notification will provide full information on the award decision. The standstill period which will be for 10 working days

provides time for unsuccessful tenderers to challenge the award decisions before the contract is entered into.

VI.3.3. 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.4. Date of dispatch of this notice

17.11.2014