

United Kingdom-Birmingham: Public relations services
OJ S 164/2020 25/08/2020
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: West Midlands Growth Company

Town: Birmingham

NUTS code: UKG31 Birmingham

Postal code: B1 2ND

Country: United Kingdom

E-mail: paul.jones@wmgrowth.com

Internet address(es):

Main address: <https://wmgrowth.com/>

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:

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

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

PR Services for Business and Tourism Programme

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Please note: all documents, apart from the Non-Disclosure Agreement (NDA), contained on the procurement portal, are password protected. A signed NDA is required to be submitted by the tenderer and their sub-contracted suppliers, before access to the documents are granted.

Please review and sign the NDA and send to paul.jones@wmgrowth.com to obtain the password to access the documents.

The West Midlands Growth Company require suppliers to generate media coverage (both digital/influencer and traditional media).

II.1.5. Estimated total value

Value excluding VAT: 832 500,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Trade and Investment PR
Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: UKG31 Birmingham

II.2.4. Description of the procurement

The Business and Tourism programme aims to drive long-term economic benefits by boosting the West Midlands' and UK's global reputation as a world-class destination for trade, investment and tourism. These economic benefits will be achieved by enhancing perceptions of the UK and West Midlands, and strengthening the UK's relationship with other nations.

The winning supplier will generate business and trade media coverage (both digital and traditional media) that will raise awareness and improve perceptions of the UK and West Midlands. For lot 1, these outputs must focus on securing high-quality business media coverage and influencer engagement to help generate investment and trade opportunities in the following markets: India, Australia, Canada, Singapore, Malaysia, UK.

Activity is expected to cover:

- ongoing media relations to generate coverage promoting trade and investment;
- 15 mini proactive milestone campaigns;
- hosting media and influencer visits;
- press office support;
- project management and client liaison;
- evaluation, including monitoring of budget and KPIs;
- creation of media assets and content where required.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 385 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36
This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Tourism and Culture PR
Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: UKG31 Birmingham

II.2.4. Description of the procurement

The Business and Tourism programme aims to drive long-term economic benefits by boosting the West Midlands' and UK's global reputation as a world-class destination for trade, investment and tourism. These economic benefits will be achieved by enhancing perceptions of the UK and West Midlands, and strengthening the UK's relationship with other nations. The winning supplier will generate travel, tourism and cultural media coverage (both digital and traditional media) that will raise awareness and improve perceptions of the UK and West Midlands in the leisure tourism, cultural tourism and business tourism sectors. For lot 2, these outputs must focus on securing high-quality consumer and trade media coverage, and influencer engagement, to help generate tourism opportunities in the following markets: India, Australia, Canada, UK.

Activity is expected to cover:

- ongoing media relations to generate coverage promoting tourism and culture;
- 15 mini proactive milestone campaigns;
- hosting media and influencer visits;
- cultural and arts international campaign;
- press office support;
- creation of media assets and content where required;
- project management and client liaison;
- evaluation, including monitoring of budget and KPIs.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 447 500,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

II.2.10.

Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 23/09/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1.

Review body

Official name: West Midlands Growth Company

Town: Birmingham

Country: United Kingdom

VI.5. Date of dispatch of this notice

20/08/2020