

United Kingdom-Birmingham: Advertising and marketing services
OJ S 229/2016 26/11/2016
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

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

II.1. Description**II.1.1. Title**

Investing in Greater Birmingham — Life Sciences Campaign.

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

Services

Service category No 13: Advertising services

NUTS code UK United Kingdom

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 is the area's strategic marketing partnership, which focuses on 3 business areas (i) investment, (ii) the visitor economy and (iii) strategic marketing. For more information please visit — www.marketingbirmingham.com

The company is funded by the public and private sectors, and 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 (ERDF); Finance Birmingham and Greater Birmingham and Solihull Local Enterprise Partnership.

This project is partially funded by 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 45 SMEs to the project area;

Create 466 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.

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

The aim of this project is to promote the key messages and propositions of why Greater Birmingham is the perfect location to locate and invest in for Life Science SMEs. This will be achieved by promoting the region's strengths in this sector and associated sub-sectors, for example med-tech and diagnostics.

Through our research it has been identified that the highest concentration of Life Science clusters are located along the US West Coast, especially in the California area, as such this will be our primary target. For reference, other target geographies for the Investing in Greater Birmingham Project are North America, Germany, Switzerland, Scandinavia, Australia, India, China and Japan.

In this context, Marketing Birmingham is looking to appoint a supplier to deliver a media package to effectively target these SMEs and key decision makers in the investment supply chain.

Alongside this, Marketing Birmingham aims to generate leads from this sector of key decision makers and would like to add this element to campaigns where possible.

Please refer to the tender brief for full requirements, process and time-scales. 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 BST on Thursday 27.10.2016.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 92200000 Radio and television services, 92210000 Radio services, 72414000 Web search engine providers, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 22460000 Trade-advertising material, commercial catalogues and manuals, 79341400 Advertising campaign services, 22200000 Newspapers, journals, periodicals and magazines

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

Value: 50 000 GBP
excluding VAT

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. Prepare a media purchasing plan that demonstrates use of appropriate and relevant media to the target audience and geography demonstrating best value for money. Weighting 30
2. Provide a detailed methodology and time line of how you will deliver within the time frames. Weighting 30
3. The resources to be put towards delivering this contract and the ability to manage these to meet project requirements. Weighting 15
4. The ability of the tenderer to manage any conflict of interest that may arise when fulfilling the project requirements. Weighting 5
5. Price — total cost for proposed media plan. Weighting 20

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-MBLS-01

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 185-333121](#) of 24.9.2016

Section V: Award of contract

Contract No: 2016/S 185-333121

Lot title: Investing in Greater Birmingham — Life Sciences Campaign

V.1. Date of conclusion of the contract

24.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: MediaCom North Limited
Postal address: 23 Colmore Row
Town: Birmingham
Postal code: B3 2BS
Country: United Kingdom

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

Total value of the procurement:
Value: 50 000 GBP
Including VAT. VAT rate (%) 20

V.5. Information about subcontracting

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 partially funded by the England 2014-2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project.

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

24.11.2016