

United Kingdom-Birmingham: Marketing services
OJ S 232/2016 01/12/2016
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

Marketing and Creative Framework Agreement.

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

Services

Service category No 11: Management consulting services [6] and related 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 Limited 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

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 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 marketing and creative support to Marketing Birmingham and its Clients. As noted above the only contractual relationships will be with Marketing Birmingham.

Marketing and creative services are required to fulfil the plans carried out by Marketing Birmingham, covering a range of third party contracts through which it delivers a range of marketing activity. Services will vary across the key working areas of Marketing Birmingham, which include leisure and business tourism, inward investment and strategic marketing.

The Framework will be in place for a period of 4 years from commencement. It is anticipated that the Framework will commence on Friday 7.10.2016 and end on Tuesday 6.10.2020. Final dates will be confirmed to successful Tenderers.

Framework Lots

The Framework is divided into 6 Lots:

- Lot 1 — Marketing strategy and planning;
- Lot 2 — Integrated campaign creative and delivering;
- Lot 3 — Digital marketing;
- Lot 4 — Motion design and CGI;
- Lot 5 — Design and artwork;
- Lot 6 — Print.

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 ITT is no later than 12:00 noon BST on Wednesday 14.9.2016.

II.1.5. CPV code(s)

79342000 Marketing services, 79340000 Advertising and marketing services, 92111230 Propaganda film production, 22300000 Postcards, greeting cards and other printed matter, 22100000 Printed books, brochures and leaflets, 92111250 Information film production, 79415200 Design consultancy services, 72415000 World wide web (www) site operation host services, 79822500 Graphic design services, 79800000 Printing and related services, 72413000 World wide web (www) site design services, 79342100 Direct marketing services, 79811000 Digital printing services, 92111210 Advertising film production, 22900000 Miscellaneous printed matter, 79933000 Design support services, 92111200 Advertising, propaganda and information film and video-tape production, 22000000 Printed matter and related products, 79810000 Printing services, 30194220 Drafting films, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79413000 Marketing management consultancy services, 22458000 Bespoke printed matter

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: 5 000 000 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. Total fixed cost price (5 marks for Lots 1,2,3,4,5) (75 marks for Lot 6)detail. Weighting 5
2. Detailed cost breakdown (Lots 1,2,3,4,5) see ITT for full detail. Weighting 10
3. Fixed rate price card-Average hourly rate-(Lots 1,2,3,4,5)see ITT for full detail. Weighting 10
4. Ability of the Tenderer to deliver the specific tender task requirements — (20 marks Lots 1,2,3,4 and 5) (15 marks Lot 6)see ITT for full detail. Weighting 20
5. Ability of the deliverables provided to achieve the required measurable objectives -(10 marks Lots 1,2,3,4,5)(10 marks Lot 6) see ITT for full detail. Weighting 25
6. The procedures proposed for how you plan to work with the in-house team incl. acct management process-(Lots 1,2,3,4,5) see ITT for full detail. Weighting 10
7. The resources put toward the project and the ability to manage these to meet the project requirements set out in the Tender Task (see ITT for full detail). Weighting 10

8. Conflict of interest — 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 Call-Offs (Lots 1,2,3,4 and 5)see ITT for full details. 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

2016-MB-MC01

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 155-281360](#) of 12.8.2016

Section V: Award of contract

Lot No: 5

- Lot title: Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Scriptmedia Group Ltd

Postal address: 47 Church Street, South Yorkshire

Town: Leeds

Postal code: S70 2AS

Country: United Kingdom

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

V.5. Information about subcontracting

Lot No: 4

- Lot title: Lot 4 — Motion design and CGI

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Bauer Radio Ltd

Postal address: Media House, Lynch Wood, Peterborough Business Park

Town: Peterborough

Postal code: PE2 6EA

Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 3 — Digital Marketing, Lot 4 — Motion design and CGI and Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Uniform Communications Ltd

Postal address: Link 19, 9-19 Bold Street

Town: Liverpool

Postal code: L1 4DN

Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 3 — Digital Marketing and Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: One Black Bear Ltd

Postal address: The Old School House, Fazeley Studios, 191 Faxeley Street, Digbeth

Town: Birmingham

Postal code: B5 5SE

Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 2 — Integrated campaign creative and delivering, Lot 3 — Digital Marketing and Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Core Marketing and Events Ltd

Postal address: Vicarage Hill Farm, Vicarage Hill, Middleton

Town: Tamworth

Postal code: B78 2AT

Country: United Kingdom

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

V.5. Information about subcontracting

Lot No: 3

- Lot title: Lot 3 — Digital Marketing

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: 383 Project Ltd
Postal address: 20 Vittoria Street, Jewellery Quarter
Town: Birmingham
Postal code: B1 3PE
Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 2 — Integrated campaign creative and delivering and Lot 4 — Motion design and CGI

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Cogent Elliott Ltd
Postal address: Heath Farm, Hampton Lane
Town: Meriden
Postal code: CV7 7LL
Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 1 — Marketing strategy and planning, Lot 5 — Design and artwork and Lot 6 — Print

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Bare Bones
Postal address: Westview, 6 Croxton Lane
Town: Middlewich
Postal code: CV10 0QF
Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 1 — Marketing strategy and planning and Lot 2 — Integrated campaign creative and delivering

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Heavenly Group Ltd
Postal address: 15 Little Green
Town: Richmond
Postal code: TW9 1QF
Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 1 — Marketing strategy and planning and Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Yes Direct Marketing Ltd
Postal address: The Vestry, Springfield Road
Town: Uttoxeter
Postal code: ST14 7JX
Country: United Kingdom

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

V.5. Information about subcontracting

Lot No: 6

- Lot title: Lot 6 — Print

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Orchard Press Cheltenham Ltd
Postal address: Unit K, Northway Trading Estate, Gloucestershire
Town: Tewkesbury
Postal code: GL20 8JH
Country: United Kingdom

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

V.5. Information about subcontracting

Lot No: 6

- Lot title: Lot 6 — Print

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Pavillion Print Management Ltd
Postal address: Leeds Innovation Centre, Clarendon Road

Town: Leeds
Postal code: LS2 9DF
Country: United Kingdom

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

V.5. Information about subcontracting

Lot title: Lot 2 — Integrated campaign creative and delivering and Lot 5 — Design and artwork

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Digitronix Ltd
Postal address: Unit 6, Union Mills, 9 Dewsbury Road
Town: Leeds
Postal code: LS11 5DD
Country: United Kingdom

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

V.5. Information about subcontracting

Lot No: 4

- Lot title: Lot 4 — Motion design and CGI

V.1. Date of conclusion of the contract

8.11.2016

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Bomper Studio Ltd
Postal address: Briannia House, Caerphilly Business Park, Van Road
Town: Caerphilly
Postal code: DF83 3GC
Country: United Kingdom

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

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: Elements of the Services that may be called off from the Framework may be 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

29.11.2016