

**United Kingdom-Birmingham: Advertising and marketing services**  
**OJ S 241/2014 13/12/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: West Midlands Passenger Transport Executive (Centro)

Postal address: Centro House, 16 Summer Lane

Town: Birmingham

Postal code: B19 3SD

Country: United Kingdom

For the attention of: Rachael Jenkins

E-mail: [procurementteam@centro.org.uk](mailto:procurementteam@centro.org.uk)

Telephone: +44 1212147270

**Internet address(es):**

General address of the contracting authority: [www.centro.org.uk](http://www.centro.org.uk)

Address of the buyer profile: <https://centro.bravosolution.co.uk>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Transport Authority

**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**

Framework for the Provision of Media Services.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Centro supported area of the West Midlands, UK.

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)**

Centro, the West Midlands Integrated Transport Authority, promotes and develops public transport across the region.

Our aim is to transform public transport so that people of the West Midlands have a world class system provided by a best in class organisation. We are working hard to ensure

everyone in the region benefits from an effective network that meets the economic, social and environmental needs of the West Midlands.

Centro intends to award a framework for Media Services in order to approach the market efficiently by grouping similar works and services into one tendering exercise.

This framework will be issued as four separate lots and suppliers will be invited to tender for any combination of the lots. The lots titles are as follows:

Lot 1 — Media Planning and Buying;

Lot 2 — Radio Broadcasting and Sponsorship;

Lot 3 — Digital Consultancy;

Lot 4 — Design Services.

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

79340000 Advertising and marketing services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Restricted

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Price. Weighting 30

2. Quality. Weighting 70

**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**

A2013096

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

**Contract notice**

Notice number in the OJ S: [2013/S 231-401310](#) of 28.11.2013

**Section V: Award of contract**

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Contract No: A2013096 — Lot 1 Media Planning and Buying

Lot title: Lot 1 Media Planning and Buying

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

25.11.2014

**V.2. Information about tenders**

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

Official name: McCann Erickson Central Ltd

Town: West Midlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

Contract No: A2013096 — Lot 2 Radio Broadcasting and Sponsorship

Lot title: Non award

**V.1. Date of conclusion of the contract****V.2. Information about tenders****V.3. Name and address of the contractor**

Official name: Non award

Postal address: Non award

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

Contract No: A2013096: Lot 3 — Digital Consultancy

Lot No: 3

- Lot title: Digital Consultancy

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

25.11.2014

**V.2. Information about tenders**

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

Official name: e3 Media Ltd

Town: Bristol

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

Contract No: A2013096: Lot 4 — Design Services

Lot title: A2013096: Lot 4 — Design Services

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

25.11.2014

**V.2. Information about tenders**

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

Official name: Big Cat Group

Town: Birmingham

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

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

Contract No: A2013096: Lot 4 — Design Services

Lot No: 4

- Lot title: Design Services

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

25.11.2014

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

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

Official name: Whitehouse Mainwaring Design Consultants Limited T/A WM Creative

Town: Birmingham

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

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

Contract No: A2013096: Lot 4 — Design Services

Lot No: 4

- Lot title: Design Services

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

25.11.2014

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

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

Official name: e3 Media Ltd

Town: Birmingham

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

#### **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: ERDF Funding.

Although there are no specific work streams currently identified that will use ERDF funding, there is potential for ERDF funding to be used throughout the life of this framework.

#### **VI.2. Additional information**

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

**VI.3.2. Review procedure**

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

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

9.12.2014