

**United Kingdom-Birmingham: Market research services**

OJ S 243/2014 17/12/2014

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**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](mailto:jazz.bansal@marketingbirmingham.com)

Telephone: +44 1212025014

Fax: +44 1212025116

**Internet address(es):**General address of the contracting authority: [www.marketingbirmingham.com/tenders](http://www.marketingbirmingham.com/tenders)Address of the buyer profile: <https://in-tendhost.co.uk/marketingbirmingham.aspx/Tenders/Current>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

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

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Investing in the City Region Programme Full Evaluation.

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

Services

Service category No 27: Other services

NUTS code UKG West Midlands (England)

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

#### **II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

Marketing Birmingham is the areas strategic marketing partnership and operates the leisure and business tourism programmes Visit and Meet Birmingham, as well as its inward investment programme, Business Birmingham. These programmes promote the Greater Birmingham and Solihull Local Enterprise Partnership area (Birmingham, Solihull, southern Staffordshire (Cannock Chase, Lichfield, Tamworth and East Staffordshire) and northern Worcestershire (Bromsgrove, Redditch and Wyre Forest)) and the Black Country Local Enterprise Partnership area (Dudley, Sandwell, Walsall and Wolverhampton) as a place to visit, meet and invest. The company is public/private funded by (i) Birmingham City Council; (ii) the European Regional Development Fund and (iii) private sector partners from across the area's business community.

A comprehensive evaluation of the Investing in the City Region programme is required. 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 GMT on Monday 9.2.2015.

#### **II.1.6. CPV code(s)**

79310000 Market research services, 79419000 Evaluation consultancy services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.1.8. Lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

Variants will be accepted: yes

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

Estimated value excluding VAT:

Range: between 0,01 and 80 000 GBP

#### **II.2.2. Information about options**

#### **II.2.3. Information about renewals**

### **II.3. Duration of the contract or time limit for completion**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2.**

**Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Contained in the contract.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: This contract will include break clauses. Performance Reviews will take place throughout the contract. The contract is subject to the continuation of funding.

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

**III.2.2. Economic and financial ability**

List and brief description of conditions: Criteria for scoring is detailed within the tender document which can be viewed at <https://in-tendhost.co.uk/marketingbirmingham.aspx/Home>

**III.2.3. Technical and professional ability**

List and brief description of conditions:

Criteria for scoring is detailed within the tender document which can be viewed at <https://in-tendhost.co.uk/marketingbirmingham.aspx/Home>

**III.2.4. Information about reserved contracts**

**III.3. Conditions specific to services contracts**

**III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

**III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.1.2. Information about the limits on the number of candidates to be invited**

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

**IV.2.2. Information about electronic auction**

An electronic auction will be used: no

**IV.3. Administrative information****IV.3.1. File reference number attributed by the contracting authority**

R018

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

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**

9.2.2015

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates****IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender****IV.3.8. Conditions for opening of tenders****Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. 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 its Investing in the City Region ERDF project managed by Marketing Birmingham.

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body****VI.4.2. 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 communicated to tenderers. That notification will provide full information on the award decision. The standstill period which will be for 10 days provides time for unsuccessful tenderers to challenge the award decisions before the contract is entered into.

**VI.4.3. Service from which information about the review procedure may be obtained****VI.5.**

**Date of dispatch of this notice**

15.12.2014