

United Kingdom-Birmingham: Sales, marketing and business intelligence software development services**OJ S 237/2020 04/12/2020****Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: West Midlands Growth Company Ltd
Postal address: Baskerville House, 2 Centenary Square
Town: Birmingham
NUTS code: UKG31 Birmingham
Postal code: B1 2ND
Country: United Kingdom
E-mail: paul.jones@wmgrowth.com
Internet address(es):
Main address: www.wmgrowth.com

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:
<https://in-tendhost.co.uk/wmgrowth.aspx/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**

Digital Visitor Engagement Business and Tourism Programme
Reference number: 2020-WMGC-DVEBTP

II.1.2. Main CPV code

72212480 Sales, marketing and business intelligence software development 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 ndareturns@wmgrowth.com to obtain the password to access the documents. Digital visitor engagement is a strand of the Business and Tourism programme that will deliver two major new capabilities for the West Midlands:

- 1) The Digital Visitor Information Network (DVIN),
- 2) Integrated Digital Engagement Analytics A third stand of this tender requires the procurement of a digital consultant to provide a visitor experience and capability audit of our core channels in the DVIN.

II.1.5. Estimated total value

Value excluding VAT: 350 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UKG31 Birmingham

Main site or place of performance:

II.2.4. Description of the procurement

Digital Visitor Engagement is a strand of the business and tourism programme that will deliver two major new capabilities for the West Midlands:

- 1) The Digital Visitor Information Network (DVIN),
- 2) Integrated Digital Engagement Analytics (IDEA) A third stand of this tender requires the procurement of a digital consultant to provide a visitor experience and capability audit of our core channels in the DVIN.

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: 350 000,00 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

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

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: 04/01/2021 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 Ltd

Town: Birmingham

Country: United Kingdom

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

01/12/2020