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Tender

Visitor Economy-Marketing Assets and Campaigns

West Midlands Growth Company

F02: Contract notice

Notice identifier: 2024/S 000-002616

Procurement identifier (OCID): ocds-h6vhtk-04349a

Published 25 January 2024, 3:12pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company

he Colemore Building, 20 Colemore Circus Queensway, Birmingham. B4 6AT.

Birmingham

B4 6AT

Contact

Zoe Middleton

Email

zoe.middleton@wmgrowth.com

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.wmgrowth.com

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Visitor Economy-Marketing Assets and Campaigns

Reference number

2024-WMGC-0255

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

On the back of the Birmingham 2022 Commonwealth Games and the Business and Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region. The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile and reputation of the region
- Create and sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets.

II.1.5) Estimated total value

Value excluding VAT: £300,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Lot 1 - Domestic Marketing Campaign

Lot No

Lot 1 - Domestic Marketing Campaign

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region: The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile & reputation of the region
- Create & sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets for Visitor Economy in the following LOTs;

- Domestic marketing campaign (LOT 1)
- International marketing campaign (LOT 2)
- Assets and collateral (LOT 3)

which will result in increased awareness of the region’s diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

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: £105,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2024

End date

31 March 2025

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) Description

II.2.1) Title

Lot 2 - International Marketing Campaign

Lot No

Lot 2 - International Marketing Campaign

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79342100 - Direct marketing services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region: The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile & reputation of the region
- Create & sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets for Visitor Economy in the following LOTs:

- Domestic marketing campaign (LOT 1)
- International marketing campaign (LOT 2)
- Assets and collateral (LOT 3)

which will result in increased awareness of the region’s diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

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: £150,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2024

End date

31 March 2025

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) Description

II.2.1) Title

Lot 3 - Assets & Content

Lot No

Lot 3 - Assets & Content

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79413000 - Marketing management consultancy services
- 79342100 - Direct marketing services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company's business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region: The strategic objectives for the visitor economy

through the Global West Midlands programme are to:

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- Domestic marketing campaign (LOT 1)
- International marketing campaign (LOT 2)
- Assets and collateral (LOT 3)

which will result in increased awareness of the region's diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

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: £45,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 April 2024

End date

31 March 2025

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

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

Please refer to detailed tender brief.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

25 February 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

26 February 2024

Local time

12:30pm

Place

West Midlands Growth Company

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom