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Contract

## **Global West Midlands Communications Campaigns**

West Midlands Growth Company

F03: Contract award notice

Notice identifier: 2024/S 000-003177

Procurement identifier (OCID): ocds-h6vhtk-04169b

Published 31 January 2024, 11:18am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

West Midlands Growth Company

The Colemore Building 20 Colemore Circus Queensway B4 6AT

Birmingham

#### **Contact**

Zoe Middleton

#### **Email**

[zoe.middleton@wmgrowth.co.uk](mailto:zoe.middleton@wmgrowth.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

### **Internet address(es)**

Main address

<https://wmgrowth.com/>

### **I.4) Type of the contracting authority**

Body governed by public law

### **I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Global West Midlands Communications Campaigns

Reference number

2023-WMGC-0237

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

WMGC requires an external agency or consultancy to support with a 15-month programme of communications campaigns to support its overarching objective of Enhancing the Profile and Reputation of the Region, in order to drive inward investment and inbound tourism to the

West Midlands. The communications programme will run from January 2024 – March 2025. Campaign delivery will broadly consist of narrative development, thought leadership/byline curation and press release creation, and is therefore content-generation-led. Although an understanding of the media landscape is welcome and advantageous, there is not an expectation that campaign activity will include ‘always on’ direct media relations. The campaign series will predominantly focus on inward investment and capital investment focused activity across nine mini campaigns, with a further three mini campaigns focused on visitor economy themes. The communications programme will build on the unprecedented exposure generated surrounding t

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £390,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

### **II.2.4) Description of the procurement**

WMGC requires an external agency or consultancy to support with a 15-month programme of communications campaigns to support its overarching objective of Enhancing the Profile and Reputation of the Region, in order to drive inward investment and inbound tourism to the West Midlands. The communications programme will run from January 2024 – March 2025. Campaign delivery will broadly consist of narrative development, thought leadership/byline curation and press release creation, and is therefore content-generation-led. Although an understanding of the media landscape is welcome and advantageous, there

is not an expectation that campaign activity will include 'aways on' direct media relations. The campaign series will predominantly focus on inward investment and capital investment focused activity across nine mini campaigns, with a further three mini campaigns focused on visitor economy themes.

## **II.2.5) Award criteria**

Price

## **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

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# **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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-032985](#)

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## **Section V. Award of contract**

### **Contract No**

2023-WMGC-0237

### **Title**

Global West Midlands – Communications Campaigns

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 January 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 11

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Portland PR Limited

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £390,000

Total value of the contract/lot: £344,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom