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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

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

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 '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. 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 '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.

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

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom

