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Contract

Public Relations Services

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-004532

Procurement identifier (OCID): ocids-h6vhtk-031850

Published 17 February 2022, 2:02pm

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.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

Public Relations Services

Reference number

2020 - WMGC - PRSBTP

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The West Midlands Growth Company require suppliers to generate media coverage (both digital/influencer and traditional media).

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £832,500

II.2) Description

II.2.1) Title

Trade and Investment PR

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from B 1 Postcode

II.2.4) Description of the procurement

The winning supplier will generate business and trade media coverage (both digital and traditional media) that will raise awareness and improve perceptions of the UK and West Midlands. For lot 1, these outputs must focus on securing high-quality business media coverage and influencer engagement to help generate investment and trade opportunities in the following markets: India, Australia, Canada, Singapore, Malaysia, UK.

Activity is expected to cover:

- ongoing media relations to generate coverage promoting trade and investment;
- 15 mini proactive milestone campaigns;
- hosting media and influencer visits;
- press office support;
- project management and client liaison;
- evaluation, including monitoring of budget and KPIs;
- creation of media assets and content where required.

II.2.5) Award criteria

Quality criterion - Name: Creativity & Delivery / Weighting: 30%

Quality criterion - Name: Project & Account Management / Weighting: 10%

Quality criterion - Name: Team Credentials / Weighting: 10%

Quality criterion - Name: Social Value / Weighting: 10%

Price - Weighting: 40%

II.2.11) Information about options

Options: No

II.2.14) Additional information

An uplift to Lot 1 will be inline with Principles set in Regulation 72 PCR 2015 irrespective of value

II.2) Description

II.2.1) Title

Trade and Investment PR

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from B 1 Postcode

II.2.4) Description of the procurement

The winning supplier will generate travel, tourism and cultural media coverage (both digital and traditional media) that will raise awareness and improve perceptions of the UK and West Midlands in the leisure tourism, cultural tourism and business tourism sectors. For lot 2, these outputs must focus on securing high-quality consumer and trade media coverage, and influencer engagement, to help generate tourism opportunities in the following markets: India, Australia, Canada, UK.

Activity is expected to cover:

- ongoing media relations to generate coverage promoting tourism and culture;
- 15 mini proactive milestone campaigns;
- hosting media and influencer visits;
- cultural and arts international campaign;
- press office support;
- creation of media assets and content where required;
- project management and client liaison;
- evaluation, including monitoring of budget and KPIs

II.2.5) Award criteria

Quality criterion - Name: Creativity and Delivery / Weighting: 30%

Quality criterion - Name: Project and Account Management / Weighting: 10%

Quality criterion - Name: Team credentials / Weighting: 10%

Quality criterion - Name: Social Value / Weighting: 10%

Price - Weighting: 40%

II.2.11) Information about options

Options: 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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 164-399648](#)

Section V. Award of contract

Contract No

2020 - WMGC - PRSBTP

Lot No

1

Title

Trade and Investment PR

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 February 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

FTI Consulting LLP

200 Aldersgate

London

EC1A 4HD

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £385,000

Total value of the contract/lot: £384,650

Section V. Award of contract

Contract No

2020 - WMGC - PRSBTP

Lot No

2

Title

Tourism and Culture PR

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 February 2021

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

McCann Erikson Central Limited

Highlands Road, Shirley

Solihull, West Midlands

B90 4WE

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £447,500

Total value of the contract/lot: £447,500

Section VI. Complementary information

VI.3) Additional information

An uplift to the contract will be inline with Reg.72 of PCR 2015

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom