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Tender

## **Cycle Hire Sponsorship Agency**

West Midlands Combined Authority

F24: Concession notice

Notice identifier: 2021/S 000-004653

Procurement identifier (OCID): ocds-h6vhtk-02999e

Published 8 March 2021, 10:56pm

### **Section I: Contracting authority/entity**

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

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

#### **Email**

[Alex.Hackett@wmca.org.uk](mailto:Alex.Hackett@wmca.org.uk)

#### **Telephone**

+44 3453036760

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

[www.wmca.org.uk](http://www.wmca.org.uk)

**I.3) Communication**

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

<https://wmca.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Applications or, where applicable, tenders must be submitted electronically via

<https://wmca.bravosolution.co.uk>

Applications or, where applicable, tenders must be submitted to the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Cycle Hire Sponsorship Agency

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

- 79341000 - Advertising services

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

Services

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

WMCA are seeking to establish a contract for the services of an experienced and qualified specialist Sponsorship Agency who will work with WMCA to maximise revenue generation and social impact by deploying an innovative programme aimed at enabling WMCA to identify and exploit commercial sponsorship opportunities for the West Midlands Cycle Hire Scheme. The form of contract for such services will be a Concession Contract.

Please view the Specification for detailed information.

#### **II.1.5) Estimated total value**

Value excluding VAT: £250,000

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

This concession is divided into lots: No

### **II.2) Description**

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

- 79341100 - Advertising consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

WMCA are seeking to establish a contract for the services of an experienced and qualified specialist Sponsorship Agency who will work with WMCA to maximise revenue generation and social impact by deploying an innovative programme aimed at enabling WMCA to identify and exploit commercial sponsorship opportunities for the West Midlands Cycle Hire Scheme. The form of contract for such services will be a Concession Contract.

Please view the Specification for detailed information.

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

Concession is awarded on the basis of the criteria stated in the procurement documents

#### **II.2.7) Duration of the concession**

Duration in months

60

#### **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 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, indication of information and documentation required

As detailed in the procurement documents

#### **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

### **III.2) Conditions related to the concession**

#### **III.2.2) Concession performance conditions**

As detailed in the procurement documents

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for submission of applications or receipt of tenders**

Date

7 April 2021

Local time

12:00pm

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

English

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## **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**

WMCA

Birmingham

Country

United Kingdom