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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

Telephone

+44 3453036760

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

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

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

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

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

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