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Tender

Domestic and International Tourism Marketing Campaigns and Services for the Business and Tourism Programme

WEST MIDLANDS GROWTH COMPANY LIMITED

F02: Contract notice

Notice identifier: 2021/S 000-009620

Procurement identifier (OCID): ocids-h6vhtk-02ad05

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Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House, 2 Centenary Square

BIRMINGHAM

B1 2ND

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

<https://www.wmgrowth.com>

Buyer's address

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

I.3) Communication

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

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

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

Domestic and International Tourism Marketing Campaigns and Services for the Business and Tourism Programme

Reference number

2021-WMGC-0026

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Marketing campaigns on this project will aim to attract domestic overnight / city break / short break leisure visitors pre, during and post the Games using a mixed media approach (online and offline) to target the relevant audiences at different stages in their awareness, consideration and booking journeys.

While this programme is closely aligned to the Commonwealth Games, this project focuses specifically on tourism promotion. Note these campaigns are intended to complement and enhance the Games-focused marketing campaigns. Furthermore, at the heart of the Games will be a cultural programme, a world-class arts festival running March to September 2022, surrounding the sports programme. The power of art and culture to bring people together, celebrate our identities and find common ground will be central to the Games. For this a six-month programme of new work, installations, exhibitions, performances and major events will showcase the artists, creatives and cultural organisations of Birmingham, the West Midlands and the Commonwealth, on a global stage. The cultural programme will be developed and delivered by the Organising Committee of the Birmingham 2022 Commonwealth Games. The winning Tenderer for the Cultural Festival: International Campaign will develop and deliver international marketing campaign activities and assets for the Cultural Festival that will change perceptions of the West Midland's region as a cultural tourism destination and drive visits to the Festival and beyond; they will deliver the digital marketing campaign, content and assets for priority consumer markets in Australia, India, Canada and East Coast USA; they will produce content and assets to support FAM trips and PR events for international media,

influencers and travel trade partners; they will repurpose the creative content and assets as a legacy media-bank for the ongoing marketing of the West Midlands as a cultural tourism destination. In delivering the above, they will work with WMCG marketing team and its PR and Media Buying suppliers, setting, tracking and monitoring agreed KPIs. To ensure the success of the Business and Tourism Programme, a number of marketing assets are required to support activities across the leisure tourism and MICE (business tourism) work packages, covering the delivery of sales tools, collateral and campaign material for travel trade (B2B) activities such as creation of an Event Planners Guide covering Birmingham and the West Midlands is required and supporting lead generation activities. Lastly, To ensure the success of the Business and Tourism Programme, a suite of new imagery and videos assets are required to support activities across the leisure tourism and MICE workstreams. The programme will require a bank of new imagery for our travel trade workstream. The new imagery should display diversity and inclusivity and be relatable to our key target travel trade markets: Australia, India and Canada. Further details will be worked through with the winning supplier.

II.1.5) Estimated total value

Value excluding VAT: £612,231

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

It is the intention of the BAT programme to award the Lots in any combination as the contracting authority sees fit taking into consideration value for money and capacity technical competencies to deliver the lot. In awarding any of the Lots WMGC Ltd will reserve the right to disqualify any tenderer who provides information or confirmations that later prove to be incorrect. Nothing precludes any Tenderer from applying across all four LOTS within this contract. However, it is a condition that no more than two (2) LOTS will be awarded to any one contractor. Within each lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with the notification of contracts PCR 2015 regulation 72.

II.2) Description

II.2.1) Title

Domestic Leisure Tourism Campaign

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be throughout West Midlands as the crow flies from postcode B1

II.2.4) Description of the procurement

The winning Tenderer will be responsible for creating an outline marketing strategy covering the 20 months of the contract, deliverable within six weeks of commencement of the tender. The Work Package Manager will manage the day to day contract for this Leisure Tourism programme. The winning Tenderer will be responsible for creating a costed and timed action plan for each of the three campaign strands, pre, during and post Games. This will inform the delivery of an end to end service including commissioning and producing the required marketing assets for the campaign and evaluating its impacts. The strategy and campaign action plans, initial designs and evaluation metrics will need to be submitted to the Business and Tourism Programme Tourism Working Group for approval and sign off.

It is a requirement of the winning Tenderer to consult with key stakeholders including the Organising Committee of the Commonwealth Games and VisitEngland.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £132,324

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

20

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

Lot 1 will comprise campaign strategy and creative, design, artwork and copywriting production of all campaign assets for pre, during and post CWG domestic campaign activity. Unforeseeable activity may be required over the life of the contract to meet the needs of the campaign, depending on external circumstances.

Within this lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with the notification of contracts PCR 2015 regulation 72.

II.2) Description

II.2.1) Title

Cultural Programme: International Campaign

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The main place of Performance will be throughout the West Midlands as the Crow flies from postcode B1

II.2.4) Description of the procurement

At the heart of the Games will be a cultural programme, a world-class arts festival running March to September 2022, surrounding the sports programme. The power of art and culture to bring people together, celebrate our identities and find common ground will be central to the Games. For this a six-month programme of new work, installations, exhibitions, performances and major events will showcase the artists, creatives and cultural organisations of Birmingham, the West Midlands and the Commonwealth, on a global stage. The cultural programme will be developed and delivered by the Organising Committee of the Birmingham 2022 Commonwealth Games. The combination of Birmingham 2022 Cultural Festival and Coventry UK City of Culture May 2021 - May 2022 provides a remarkable opportunity to help influence perceptions and reputation of Birmingham and the West Midlands region as an international cultural destination.

The winning Tenderer for the Cultural Festival: International Campaign will develop and deliver international marketing campaign activities and assets for the Cultural Festival that will change perceptions of the West Midland's region as a cultural tourism destination and drive visits to the Festival and beyond; they will deliver the digital marketing campaign, content and assets for priority consumer markets in Australia, India, Canada and East Coast USA; they will produce content and assets to support FAM trips and PR events for international media, influencers and travel trade partners; they will repurpose the creative content and assets as a legacy media-bank for the ongoing marketing of the West Midlands as a cultural tourism destination. In delivering the above, they will work with WMCG marketing team and its PR and Media Buying suppliers, setting, tracking and monitoring agreed KPIs.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £243,610

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

20

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

All bidders must accept the terms and conditions in the draft contract and by signing form of tender , bidders will be expressing an intention to be bound by the terms of the contract. Failure to accept the terms will result in you bid being rejected outright.

Within this lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with the notification of contracts PCR 2015 regulation 72.

II.2) Description

II.2.1) Title

Leisure Tourism and MICE Marketing Collateral

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be throughout the West Midlands as the Crow flies from B2

II.2.4) Description of the procurement

To ensure the success of the Business and Tourism Programme, a number of marketing assets are required to support activities across the leisure tourism and MICE (business tourism) work packages, covering travel trade engagement and events. The Lot will require the delivery of sales tools, collateral and campaign material for travel trade (B2B) activities, to include (but not restricted to):

- Promotional copy for destinations
- Copywriting and design for sales brochures and decks
- Updates for digital and print sales guides
- Top level maps (various)
- Lead gen assets and other collateral
- Event planners' Guide
- Mobile visitor pop up stand purchase plus graphic design and wrap

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £118,505

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

20

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The contract duration is expected to run between July 2021 to March 2023 and all bidders are required to accept the full terms and conditions without qualification. In signing the Form of Tender it confirms acceptance of the terms without any qualification. Any qualifications raised to the Terms and Conditions may result in your bid being rejected and will not be evaluated any further.

Within this lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with the notification of contracts PCR 2015 regulation 72.

II.2) Description

II.2.1) Title

Leisure Tourism MICE Imagery and Video

Lot No

4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The Place of performance will be across the West Midlands as the Crow Flies from

postcode B1

II.2.4) Description of the procurement

To ensure the success of the Business and Tourism Programme, a suite of new imagery and videos assets are required to support activities across the leisure tourism and MICE workstreams, and create a sustainable and searchable asset bank as a legacy for the programme.

The programme requires the successful tenderer on this Lot to deliver:

- asset bank of searchable images
- a bank of new imagery for travel trade workstream.
- new imagery should display diversity and inclusivity and be relatable to our key target travel trade markets: Australia, India and Canada.
- a collection of short travel trade promotional videos/vignettes
- BRoll footage for a variety of marketing assets and media use
- Production of cultural performances (filming) events, vox pops and interviews
- Production of venue-based imagery and video assets
- MICE ambassador programme film
- Business tourism promotional film
- MICE photography

Some assets will be produced as a combination of existing footage, still imagery and new footage. Further details are in the ITT document.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £117,792

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

20

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

The successful bidder on this Lot will be expected to accept all Terms and Conditions without qualification. Any qualification to the draft contract issued as a result of this procurement may result in your bid being rejected. By completing the form of Tender bidders are demonstrating acceptance of all Terms and Conditions without qualification.

Within this lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with the notification of contracts PCR 2015 regulation 72.

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

As per tender documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

As per Tender documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per Tender documents

Minimum level(s) of standards possibly required

As per tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As per tender documents

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.2.2) Time limit for receipt of tenders or requests to participate

Date

4 June 2021

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

4 June 2021

Local time

1:00pm

Place

In-Tend Portal

Information about authorised persons and opening procedure

Procurement Lead or Finance Manager

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

This procurement exercise is being conducted using In-Tend (e-tendering platform). All tenderers wishing to participate in this tender process are required to register on this link <https://in-tendhost.co.uk/wmgrowth.aspx/Registration> and use the Register / Sign In button which is located on the left hand side of the page and complete the registration forms. Following registration, an e-mail will be sent to you advising of your user ID along with a reminder of your e-mail address and password. Details of the project are located under the current tenders link which is also where you can express an interest and receive the documentation. Once you have done this you must log back into the website using the details provided following registration and locate the contract document under Tenders, My Tenders on the menu. The Tender should be received no later than Friday 4th June 2021

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

B1 2ND

Email

ronny.tigere@wmgc.com

Telephone

+44 1212025115

Country

United Kingdom

Internet address

<https://www.wmgrowth.com>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

WMGC Ltd will incorporate a minimum of 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting Authority before the contract is entered into. The further clarification request of the intention to award must be sought within 10 days of issuing the intention to award letters.