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Contract

Visitor Economy-Marketing Assets and Campaigns

West Midlands Growth Company

F03: Contract award notice

Notice identifier: 2024/S 000-010832

Procurement identifier (OCID): ocds-h6vhtk-04349a

Published 3 April 2024, 4:50pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company

he Colemore Building, 20 Colemore Circus Queensway, Birmingham. B4 6AT.

Birmingham

B4 6AT

Contact

Zoe Middleton

Email

zoe.middleton@wmgrowth.com

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

Visitor Economy-Marketing Assets and Campaigns

Reference number

2024-WMGC-0255

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

On the back of the Birmingham 2022 Commonwealth Games and the Business and Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region. The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile and reputation of the region
- Create and sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets.

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: £300,000

II.2) Description

II.2.1) Title

Lot 1 - Domestic Marketing Campaign

Lot No

Lot 1 - Domestic Marketing Campaign

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region: The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile & reputation of the region
- Create & sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets for Visitor Economy in the following LOTs:

- Domestic marketing campaign (LOT 1)
- International marketing campaign (LOT 2)
- Assets and collateral (LOT 3)

which will result in increased awareness of the region’s diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

II.2.5) Award criteria

Quality criterion - Name: Quality Points - Domestic Marketing Campaign / Weighting: 90%

Price - Weighting: 10%

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

II.2) Description

II.2.1) Title

Lot 2 - International Marketing Campaign

Lot No

Lot 2 - International Marketing Campaign

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region: The strategic objectives for the visitor economy through the Global West Midlands programme are to: • Enhance the profile & reputation of the region • Create & sustain vibrant destinations The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets for Visitor Economy in the following LOTs: • Domestic marketing campaign (LOT 1) • International marketing campaign (LOT 2) • Assets and collateral (LOT 3) which will result in increased awareness of the region’s diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

II.2.5) Award criteria

Quality criterion - Name: Quality Points - International Marketing Campaign / Weighting: 90%

Price - Weighting: 10%

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

II.2) Description

II.2.1) Title

Lot 3 - Assets & Content

Lot No

Lot 3 - Assets & Content

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

On the back of the Birmingham 2022 Commonwealth Games and the Business & Tourism Programme, with strong economic fundamentals in place, the West Midlands has a unique opportunity to establish itself as truly globally competitive in the coming years. Global West Midlands – the West Midlands Growth Company’s business plan for July 2023 – March 25 – sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region. The strategic objectives for the visitor economy through the Global West Midlands programme are to:

- Enhance the profile & reputation of the region
- Create & sustain vibrant destinations

The appointed supplier(s) will take on the role of West Midlands Growth Company’s strategic partner and marketing agency to deliver campaigns and assets for Visitor Economy in the following LOTs:

- Domestic marketing campaign (LOT 1)
- International marketing campaign (LOT 2)
- Assets and collateral (LOT 3)

which will result in increased awareness of the region’s diverse tourism offer and destinations, increasing positive sentiment towards the region, and ultimately the consideration to visit.

II.2.5) Award criteria

Quality criterion - Name: Quality Points - Assets and Content / Weighting: 90%

Price - Weighting: 10%

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: [2024/S 000-002616](#)

Section V. Award of contract

Contract No

2024-WMGC-0255

Lot No

1

Title

Domestic Marketing Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 April 2024

V.2.2) Information about tenders

Number of tenders received: 15

Number of tenders received from SMEs: 0

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: 15

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

V.2.3) Name and address of the contractor

Digitronix Ltd

Leeds

Country

United Kingdom

NUTS code

- UKE - Yorkshire and the Humber

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: £105,000

Total value of the contract/lot: £104,835

Section V. Award of contract

Contract No

2024-WMGC-0255

Lot No

2

Title

International Marketing Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 April 2024

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 0

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: 12

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

V.2.3) Name and address of the contractor

BBC Global News Ltd

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: £150,000

Total value of the contract/lot: £150,000

Section V. Award of contract

Contract No

2024-WMGC-0255

Lot No

3

Title

Assets and Content

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 April 2024

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 0

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: 13

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

V.2.3) Name and address of the contractor

Zedmill Ltd

Birmingham

Country

United Kingdom

NUTS code

- UKG - West Midlands (England)

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: £45,000

Total value of the contract/lot: £39,400

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom