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Contract

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

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2021/S 000-029994

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

Published 2 December 2021, 4:45pm

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

<https://www.wmgrowth.com>

Buyer's address

<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 compliment 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

WMGC 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.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £612,231

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 and 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 Visit England.

II.2.5) Award criteria

Quality criterion - Name: Case Studies / Weighting: 20

Quality criterion - Name: Approach Methodology / Weighting: 10

Quality criterion - Name: Market Knowledge / Weighting: 10

Quality criterion - Name: Engagement / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Any modification and variation to contract awarded for this Lot will be in line with Reg.72 as per principles laid down in the contract notice

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 WMGC marketing team and its PR and Media Buying suppliers, setting, tracking and monitoring agreed KPIs.

II.2.5) Award criteria

Quality criterion - Name: Case Studies / Weighting: 20

Quality criterion - Name: Approach Methodology / Weighting: 10

Quality criterion - Name: Market Knowledge / Weighting: 10

Quality criterion - Name: Engagement / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Any modifications or variation to the Lot value being awarded will be in line with Reg.72 as per principle laid out in initial contract notice

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 B1

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. Lot 3 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

Quality criterion - Name: Case Studies / Weighting: 30

Quality criterion - Name: Creativity and Crisis Management & Innovation / Weighting: 10

Quality criterion - Name: Delivery Team Experience / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Any modifications or variation to the Lot value being awarded will be in line with Reg.72 as per principle laid out in initial contract notice

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

II.2.5) Award criteria

Quality criterion - Name: Case Studies / Weighting: 30

Quality criterion - Name: Creativity and Crisis Management Innovation / Weighting: 10

Quality criterion - Name: Delivery Team Experience / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

Any contract modification or variation to the awarded Lot value will be in line with principles in Regulation 72 as per initial contract notice issued to the market percussing this award notice.

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: [2021/S 000-009620](#)

Section V. Award of contract

Contract No

2021-WMGC-0026

Lot No

1

Title

Domestic Leisure Tourism Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2021

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Rebecca Battman Limited

Marlborough House, Holly Walk

Leamington Spa

CV32 5EW

Country

United Kingdom

NUTS code

- UKG13 - Warwickshire

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: £132,324

Total value of the contract/lot: £128,600

Section V. Award of contract

Contract No

2021-WMGC-0026

Lot No

2

Title

Cultural Programme : International Campaign

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2021

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Epigram Communications and Design Limited

15 Oxford Court

Manchester

M2 3WQ

Email

susanpettit@epigram.co.uk

Fax

+44 1612509064

Country

United Kingdom

NUTS code

- UKD33 - Manchester

Internet address

www.epigram.co.uk

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: £243,610

Total value of the contract/lot: £212,800

Section V. Award of contract

Contract No

2021-WMGC-0026

Lot No

3

Title

Leisure Tourism and MICE Marketing Collateral

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 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

DRPG

212 Ikon Estate Droitwich Rd

Hartlebury

DY10 4EU

Country

United Kingdom

NUTS code

- UKG36 - Dudley

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: £118,505

Total value of the contract/lot: £115,900

Section V. Award of contract

Contract No

2021-WMGC-0026

Lot No

4

Title

Leisure Tourism and MICE - Imagery and Video

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2021

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

DRPG

212 Ikon Estate Droitwich road

Hartlebury

DY10 4EU

Country

United Kingdom

NUTS code

- UKG36 - Dudley

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: £117,792

Total value of the contract/lot: £114,595

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom