

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/032985-2023>

Tender

Global West Midlands Communications Campaigns

West Midlands Growth Company

F02: Contract notice

Notice identifier: 2023/S 000-032985

Procurement identifier (OCID): ocds-h6vhtk-04169b

Published 7 November 2023, 7:06pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company

The Colemore Building 20 Colemore Circus Queensway B4 6AT

Birmingham

Contact

Zoe Middleton

Email

zoe.middleton@wmgrowth.co.uk

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

<https://wmgrowth.com/>

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 to the above-mentioned address

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

Global West Midlands Communications Campaigns

Reference number

2023-WMGC-0237

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

WMGC requires an external agency or consultancy to support with a 15-month programme of communications campaigns to support its overarching objective of Enhancing the Profile and Reputation of the Region, in order to drive inward investment and inbound tourism to the West Midlands. The communications programme will run from January 2024 – March 2025. Campaign delivery will broadly consist of narrative development, thought leadership/byline curation and press release creation, and is therefore content-generation-led. Although an understanding of the media landscape is welcome and advantageous, there is not an expectation that campaign activity will include 'aways on' direct media relations. The campaign series will predominantly focus on inward investment and capital investment focused activity across nine mini campaigns, with a further three mini campaigns focused on visitor economy themes. The communications programme will build on the unprecedented exposure generated surrounding t

II.1.5) Estimated total value

Value excluding VAT: £390,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

WMGC requires an external agency or consultancy to support with a 15-month programme of communications campaigns to support its overarching objective of Enhancing the Profile and Reputation of the Region, in order to drive inward investment and inbound tourism to the West Midlands. The communications programme will run from

January 2024 – March 2025. Campaign delivery will broadly consist of narrative development, thought leadership/byline curation and press release creation, and is therefore content-generation-led. Although an understanding of the media landscape is welcome and advantageous, there is not an expectation that campaign activity will include 'always on' direct media relations. The campaign series will predominantly focus on inward investment and capital investment focused activity across nine mini campaigns, with a further three mini campaigns focused on visitor economy themes.

II.2.5) Award criteria

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

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

Duration in months

15

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.2.13) 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.2.2) Time limit for receipt of tenders or requests to participate

Date

7 December 2023

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

7 December 2023

Local time

12:30pm

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

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom