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Tender

## **Global West Midlands Communications Campaigns**

West Midlands Growth Company

F02: Contract notice

Notice identifier: 2023/S 000-032985

Procurement identifier (OCID): ocids-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](mailto: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

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## **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 ‘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.

### **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

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## **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

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## **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