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Contract

## **Media Buying Services**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2023/S 000-000355

Procurement identifier (OCID): ocds-h6vhtk-03482e

Published 6 January 2023, 11:07am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

#### **Contact**

Charlene Joseph

#### **Email**

[charlene.joseph@wmgrowth.com](mailto:charlene.joseph@wmgrowth.com)

#### **Telephone**

+44 7483079297

#### **Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Companies House**

01631329

**Internet address(es)**

Main address

[www.wmgrowth.com](http://www.wmgrowth.com)

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Media Buying Services

Reference number

2021-WMGC-0082

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.2) Description**

**II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

**II.2.4) Description of the procurement at the time of conclusion of the contract:**

We are running two tourism marketing campaigns that are currently running until March 2023.

1. A domestic marketing campaign that aims to change perceptions, and drive footfall to our region.

2. An international cultural campaign will deliver a digital marketing campaign for each our key target markets Australia, India, and Canada. The campaign will promote the regions

permanent cultural assets, Birmingham 2022 Festival, and raise awareness and interest in the West Midlands as a cultural tourism destination both pre, during, and post-Games. WMGC procured the CCS Framework for Media Buying in December 2021 for both the Domestic and International Cultural Marketing Campaigns and appointed a single supplier to the framework which is valid until 21st May 2022. The framework has been retendered and

our incumbent has retained the business as they are the only supplier on the Lot. The framework gives permission to directly call off where requirements are precise without opening to further competition. WMGC is satisfied that the framework route still delivers value for money based on the tendered rates which are still applicable to all contracts which be called off from this framework. Our anticipated spend for this financial year is:

Year 2 = £335,000 Domestic

Year 2 = 82,000 International

Total Year 2 = 417,000

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

Start date

7 January 2023

End date

31 March 2023

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2022/S 000-016777](#)

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## **Section V. Award of contract/concession**

### **Contract No**

2021-WMGC-0082

### **Title**

Media Buying Services

### **V.2) Award of contract/concession**

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

25 May 2022

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

OMD Group Limited

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02078820

The contractor/concessionaire is an SME

No

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £417,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Commerical Working Group

Birmingham

Country

United Kingdom

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**Section VII: Modifications to the contract/concession**

**VII.1) Description of the procurement after the modifications**

**VII.1.1) Main CPV code**

- 79340000 - Advertising and marketing services

**VII.1.3) Place of performance**

NUTS code

- UKG3 - West Midlands

**VII.1.4) Description of the procurement:**

We are running two tourism marketing campaigns that are currently running until March 2023.

1. A domestic marketing campaign that aims to change perceptions, and drive footfall to our region.

2. An international cultural campaign will deliver a digital marketing campaign for each our key target markets Australia, India, and Canada. The campaign will promote the regions permanent cultural assets, Birmingham 2022 Festival, and raise awareness and interest in

the West Midlands as a cultural tourism destination both pre, during, and post-Games.

WMGC procured the CCS Framework for Media Buying in December 2021 for both the Domestic and International Cultural Marketing Campaigns and appointed a single supplier to

the framework which is valid until 21st May 2022. The framework has been retendered and

our incumbent has retained the business as they are the only supplier on the Lot. The

framework gives permission to directly call off where requirements are precise without

opening to further competition. WMGC is satisfied that the framework route still delivers

value for money based on the tendered rates which are still applicable to all contracts which

be called off from this framework.

Our anticipated spend for this financial year is:

Year 2 = £335,000 Domestic

Year 2 = 82,000 International

Total Year 2 = 417,000

**VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

7 January 2023

End date

31 March 2023

**VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£417,000

**VII.1.7) Name and address of the contractor/concessionaire**

OMD Group Limited

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

- UKI - London

Companies House

02078820

The contractor/concessionaire is an SME

No

**VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Campaign extension in all three international markets: Australia, India and Canada. This is to continue to raise awareness of our West Midlands destinations and culture across these markets.

Duration: 3 months (January - March 2023)

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The International campaign was due to end December 2022, but due to WMGC unable to go on planned trade missions to India and Australia, we have decided to utilise the unspent funds into extending the campaign from January 2023 to March 2023 to continue to raise awareness. The needs for additional works is imperative in order for the campaign to be a complete success, a change in contractor at the last hurdle would result in more accrued costs.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £417,000

Total contract value after the modifications

Value excluding VAT: £447,000