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Contract

In Market Representation Europe US

West Midlands Growth Company

F03: Contract award notice

Notice identifier: 2024/S 000-000824

Procurement identifier (OCID): ocds-h6vhtk-0406fe

Published 10 January 2024, 2:54pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company

The Colmore Building 20 Colmore Circus Queensway B4 6AT

Birmingham

B4 6AT

Contact

Zoe Middleton

Email

zoe.middleton@wmgrowth.com

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

<http://www.wmgrowth.co.uk>

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

In Market Representation Europe US

Reference number

2023-WMGC-0173

II.1.2) Main CPV code

- 79413000 - Marketing management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

WMGC as the contracting authority is seeking to contract with in-market representation and delivery partner(s) for a 16-month contract, to support in the delivery of a comprehensive programme of inward investment promotion, lead generation and business development activities, to build on the legacy of the 2022 Commonwealth Games. In accordance with the parameters of the programme, in-market partnerships are sought to cover a number of geographical regions. The aims of this project are: To

generate and facilitate a pipeline of well-qualified FDI (foreign direct investment) projects, that ultimately invest in the UK, ideally within the West Midlands Combined Authority region. To support with the delivery of in-market events and business engagement activities across the Inward Investment workstream To help improve perceptions of the West Midlands region and the West Midlands Growth Company amongst key target audiences

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: £194,000

II.2) Description

II.2.1) Title

Europe

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 73210000 - Research consultancy services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Lot 1 - Europe

II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 30

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

US Midwest

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 73210000 - Research consultancy services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

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II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 30

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-028919](#)

Section V. Award of contract

Contract No

2023-WMGC-0173

Lot No

Lot 1

Title

Europe

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 December 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 4

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

Frenger Consulting Services Limited

London

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

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: £97,000

Total value of the contract/lot: £96,995.82

Section V. Award of contract

Contract No

2023-WMGC-0173

Lot No

Lot 2

Title

USA Midwest

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 December 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 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

OCO Global Limited

Belfast

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

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: £97,000

Total value of the contract/lot: £95,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company

Birmingham

B4 6AT

Country

United Kingdom

Internet address

www.wmgrowth.com