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Contract

Enhance Core Website Visitor Experience In Line with Optimisation Plan

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-003682

Procurement identifier (OCID): ocds-h6vhtk-0314fd

Published 9 February 2022, 10:24am

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

www.wmgrowth.com

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

Enhance Core Website Visitor Experience In Line with Optimisation Plan

Reference number

2021-WMGC-0077

II.1.2) Main CPV code

- 72212224 - Web page editing software development services

II.1.3) Type of contract

Services

II.1.4) Short description

Online visibility and ease of access to quality content and information is essential to the positioning of Birmingham and the WM as a credible destination during Gamestime. User experience and technical enhancements to encourage online discovery and to deliver more satisfying online experiences will help our destination in increasing its market share to deliver long term value in presenting the offer and in changing perceptions of visitors over time.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £39,170

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

The aim of this procurement is to have an online visibility and ease of access to quality content and information which is essential to the positioning of Birmingham and the WM as a credible destination during games time. The objective is to enhance user experience and technical enhancements to encourage online discovery and to deliver more satisfying online experiences will help our destination in increasing its market share to deliver long term value in presenting the offer and in changing perceptions of visitors overtime. A thorough website audit has been undertaken by our delivery partner CtConsults, within this document, they detail enhancements and technical modifications to the design, structure and user experience of the current visitbirmingham.com website. The delivery of such enhancements can only be undertaken by our incumbent web agency Simpleview - this is due to them being the architects of the software/code that needs to be modified to achieve these goals. For technical compatibility it is prudent that the IP held by Simple View allows the parent owner of that IP to do all service modifications to the website so as not to invalidate any warranties that are given.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - protection of exclusive rights, including intellectual property rights

Explanation:

It is the intention of WMGC Ltd to directly award Simpleview this contract due to the nature of the service required and in line with principles set in PPN01/20 where direct award is permissible due absence of competition and protection of exclusive rights under Regulation 32 (2) of the PCR which allows for sole supplier sourcing through use of a negotiated procedure without prior publication to be used and this request also falls within Regulation 32 (5) delivery of services by an existing supplier to where competition is absent due to technical reasons.

Furthermore, there is protection of exclusive rights, including intellectual property rights where there is no reasonable alternative or substitutes that exists and the absence of competition is not the result of an artificial narrowing down

of the parameters of the procurement. In the case of this procurement competition is absent and only one supplier can

provide the expertise required to produce the product or has capacity to complete on the scale required.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

Contract No

2021-WMGC-0077

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 January 2022

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

New Mind Internet Consultancy Limited (T/A Simpleview Europe)

Langtons Chartered Accountants, The Plaza, 100 Old Hall Street

Liverpool

L3 9QJ

Country

United Kingdom

NUTS code

- UKD72 - Liverpool

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: £39,170

Total value of the contract/lot: £39,170

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