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Contract

## **Domestic and International Tourism Marketing Campaigns and Services for the Business and Tourism Programme**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2022/S 000-003694

Procurement identifier (OCID): ocds-h6vhtk-02ad05

Published 9 February 2022, 11:03am

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

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

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

#### **Contact**

Ronny Tigere

#### **Email**

[ronny.tigere@wmgrowth.com](mailto:ronny.tigere@wmgrowth.com)

#### **Telephone**

+44 1212025057

#### **Country**

United Kingdom

**NUTS code**

UKG3 - West Midlands

**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**

Domestic and International Tourism Marketing Campaigns and Services for the Business and Tourism Programme

Reference number

2021-WMGC-0026

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

### **II.2) Description**

#### **II.2.1) Title**

Domestic Leisure Tourism Campaign

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The place of performance will be throughout West Midlands as the crow flies from postcode

B1

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

The winning Tenderer will be responsible for creating an outline marketing strategy covering the 20 months of the contract, deliverable within six weeks of commencement of the tender.

The Work Package Manager will manage the day to day contract for this Leisure Tourism programme. The winning Tenderer will be responsible for creating a costed and timed action plan for each of the three campaign strands, pre, during and post Games. This will inform the delivery of an end to end service including

commissioning and producing the required marketing assets for the campaign and evaluating its impacts. The strategy and campaign action plans, initial designs and evaluation metrics will need to be submitted to the Business and Tourism Programme Tourism Working Group for approval and sign off.

It is a requirement of the winning Tenderer to consult with key stakeholders including the Organising Committee of the Commonwealth Games and VisitEngland.

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

Duration in months

20

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## **Section IV. Procedure**

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

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

Notice number: [2021/S 000-029994](#)

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

### **Contract No**

2021-WMGC-0026

### **Lot No**

1

### **Title**

Domestic Leisure Tourism Campaign

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

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

2 December 2021

#### **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**

Rebecca Battman Limited

Marlborough House, Holly Walk

Leamington Spa

CV325EW

Country

United Kingdom

NUTS code

- UKG13 - Warwickshire

The contractor/concessionaire is an SME

Yes

**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: £128,600

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## **Section VI. Complementary information**

### **VI.3) Additional information**

All bidders must accept the terms and conditions in the draft contract and by signing form of tender , bidders will be expressing an intention to be bound by the terms of the contract.

Failure to accept the terms will result in you bid being rejected outright. Within this lot there may be an uplift in value, depending on the delivery needed by the programme and the strategy and tactical planning outcomes. This will be in accordance with

the modification of contracts as PCR 2015 regulation 72

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

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**

- 79342000 - Marketing services

#### **VII.1.3) Place of performance**

NUTS code

- UKG3 - West Midlands

Main site or place of performance

AS the crow flies from B post code

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

The winning tenderer will be responsible for creating an outline marketing strategy covering

the 20 months of the contract, deliverable within six weeks of commencement of the tender.

The Work Package Manager will manage the day to day contract for this Leisure Tourism programme. The winning tenderer will be responsible for creating a costed and timed action

plan for each of the three campaign strands, pre, during and post games

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

Duration in months

20

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

Total value of the contract/lot/concession:

£128,600

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

Rebecca Bateman Limited

Royal Leamington Spa

Country

United Kingdom

NUTS code

- UKG13 - Warwickshire

The contractor/concessionaire is an SME

Yes

## **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):

It was identified in our media buying planning that cinema, online

video and video on demand were key channels to reach our target

audiences, therefore we require the production of a high quality

advert to be used across these channels. This work was unforeseen and therefore we are required to commission Rebecca Battman Limited to produce an advert in line with the Business and Tourism Programme Brand. We require Rebecca Battman Limited to manage the pre and post production, casting, art department/styling, location, equipment, music composition, and insurance. The collateral needs to be completed before March 2022

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

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:



The variation is line with principles set PCR Regulation 72

modification of contract during their term of the contract. The modification does not render the contract materially different in

character from the contract awarded. The modification through this variation is not extending the scope of

the initial contract agreement considerably. The variation to this contract is not changing the economic balance of

the contract in favour of the contractor in a manner which was not provided for in the initial contract. The change does not exceed 50% of the initial contract awarded and

signed off by the Chief Operating Officer on 25 August 2021. The cost of this additional service is £59,204.

### **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: £128,600

Total contract value after the modifications

Value excluding VAT: £192,554