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Contract

## **Tier 2 Market Engagement**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-003836

Procurement identifier (OCID): ocds-h6vhtk-031597

Published 10 February 2022, 11:49am

### **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](mailto:charlene.joseph@wmgrowth.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKG31 - Birmingham

**Internet address(es)**

Main address

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

**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**

Tier 2 Market Engagement

Reference number

2021-WMGC-0147

**II.1.2) Main CPV code**

- 79952000 - Event services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The procurement is about contracting for an event management organisation to carry out event services which includes networking and engagement. The purpose of the engagement is to host business leaders forums and Commonwealth Heads of State (CHOGM).

**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: £29,883

## **II.2) Description**

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

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

As the crow flies from B19 post code.

### **II.2.4) Description of the procurement**

West Midlands Growth Company has appointed the Commonwealth Enterprise and Investment Council (CWEIC) to deliver 3 tailored international engagement events (as 2 international 'showcase webinars' and 1 roundtable with delegates representing a wide array of Commonwealth Markets, who are based in London). The provider will manage the whole lifecycle of these events, and take ownership for curating an audience, communications with invitees, speaker management, event logistics and AV management, audience follow-up etc.

These events will be framed to showcase the wider West Midlands offer, including Inward Investment, Capital Investment, Consumer and Business Tourism and the region's higher education offering. The objective of these events will be to drive attendance in Birmingham during the 2022 Commonwealth Games.

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

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## **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:
  - absence of competition for technical reasons

Explanation:

It is the intention of WMGC Ltd to directly award Commonwealth Enterprise & Investment Council the 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

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

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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

### **Contract No**

2021-WMGC-0147

### **Title**

Tier 2 Market Engagement

A contract/lot is awarded: Yes

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

#### **V.2.1) Date of conclusion of the contract**

24 January 2022

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

Number of tenders received: 1

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

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

Commonwealth Enterprise And Investment Council

First Floor, 41-44 Great Queen Street,

London

WC2B 5AD

Country

United Kingdom

NUTS code

- UKI - London

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: £29,883

Total value of the contract/lot: £29,883

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Commercial Work Group

16 Summer Lane

BIRMINGHAM

B19 3SD

Country

United Kingdom