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Contract

## **UK House & Games Time Activity Scoping**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-004005

Procurement identifier (OCID): ocds-h6vhtk-031640

Published 11 February 2022, 12:52pm

### **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**

UK House & Games Time Activity Scoping

Reference number

2021-WMGC-0065

**II.1.2) Main CPV code**

- 73000000 - Research and development services and related consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

WMGC is undertaking a large amount of work on profile raising, promotion and setting out investment propositions in advance of the Commonwealth Games. This is particularly focused, but not exclusively, on the events surrounding the Queens Baton

Relay through the Commonwealth nations. The work will continue in the run up to the Games with a significant amount of activity taking place during the period of the Games

- the promotional and business development work during the Games is taking part in 'UK House'. There is now a need to start putting detailed plans in place for those activities and with all of the other work underway, there is a need to build greater short term capacity within the WMGC team.

#### **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: £58,500

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

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

NUTS codes

- UKD4 - Lancashire

Main site or place of performance

As the crow flies from B19 post code

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

2.1 The Business and Tourism Programme (BATP) is seeking to Direct Award to Mickledore Limited to deliver three phases of work, to facilitate the delivery of a comprehensive and integrated inward investment programme during the 2022 Commonwealth Games.

2.2 Initial Scoping of activity and programme - to include: Identification of those

promotional / business development aspects that must take place to best showcase the West Midlands during the period of the games; Presentation and evaluation of a range of different approaches to games-time delivery, ranging from set piece presentations through to one-to-one bespoke visit itineraries; Identification of stakeholder organisations which could help

represent the West Midlands, through hosted events, in presentations and on panels.

2.3 Stakeholder Engagement - to include: mapping out of overarching programme of activity during the games, ensuring the correct balance of sector & market focused events, with time allocated for other appropriate hospitality; identification of venue

requirements to deliver the programme; engagement with prospective partner organisations to secure their commitment to deliver activity as part of the overarching programme; engagement with in-market representatives and other intermediaries to assess and plan for the needs of prospective delegations.

2.4 Implementation - to include: Finalisation of overarching programme of activity; creation of a detailed work plan for each event/activation point; evaluation of programme resource requirements and presentation of a number of solutions to service the requirements of multiple concurrent investor delegations; promotional work with intermediaries and other programme content/hosting partners to secure maximum delegation attraction success.

### **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:
  - protection of exclusive rights, including intellectual property rights

Explanation:

West Midlands Growth Company Ltd to directly award Mickledore Limited the contract due to reasons of technical and artistic reasons, which are connected with the protection of exclusive rights, the public contract may be awarded only to a particular economic operator when the services are to be purchased or hired under the contract are required by the contracting authority as a partial replacement for, or in addition to, existing services and when to obtain the services from a supplier other than the supplier which supplied the existing services would oblige the contracting authority to acquire services having different technical characteristics which would result in-incompatibility between the existing services purchased or hired under the contract; or may cause disproportionate technical difficulties in the delivery of the existing services.

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

### Contract No

2021-WMGC-0065

### Title

UK House & Games Time Activity Scoping

A contract/lot is awarded: Yes

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

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

11 February 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**

Mickledore Limited

3 Towngate Court, Ecclestone

Chorley

PR7 5RT

Country

United Kingdom

NUTS code

- UKD4 - Lancashire

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: £58,500

Total value of the contract/lot: £58,500

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## **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