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Contract

## **Queen's Baton Relay Activation for Australia**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-004294

Procurement identifier (OCID): ocids-h6vhtk-031762

Published 15 February 2022, 2:41pm

### **Section I: Contracting authority**

#### **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**

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**

Queen's Baton Relay Activation for Australia

Reference number

2021-WMGC-0120

**II.1.2) Main CPV code**

- 79952000 - Event services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This procurement is required as part of Level 1 milestone activity to celebrate the arrival of the Queens Baton Relay (QBR) in Australia and leverage the spotlight on Commonwealth

Games and the BATP is intending to host a digital showcase event in Sydney on 18th March 2022 to key travel industry, media, business professionals and government stakeholders to increase awareness and change perceptions of the West Midlands.

#### **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: £36,491.80

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

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

- 79952000 - Event services

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

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from B1 Postcode

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

It is the intention of WMGC Ltd and VisitBritain (VB) to jointly direct award contract for QBR Australia Activation Baton Relay to Imagination Group Limited due to favorable terms of their proposal which meets the requirements of the brief. The comparative advantages of the successful tenderer's submission relative to the unsuccessful submissions during soft market testing are based on stress tested plan and concept to which the proposal by Imagination Group Limited qualified to be considered under (Single Tender Action STA) for exceptional circumstance procurement or direct award.

It is government policy to acquire all goods and services in the public sector through competition to ensure that Value for Money (VFM) is achieved. A single tender will only be progressed in exceptional circumstances. It is still necessary to ensure this meets the business needs, provides value for money and is in compliance with the Public Contract Regulations 2015 (PCR2015). An STA may only be authorised, if it can be proven that the benefits outweigh the risk. Where the works, supplies or services can be supplied only by a particular economic operator for any of the following reasons:

- Competition is absent for technical reasons
- The protection of exclusive rights, including intellectual property rights, this only applies where no reasonable alternative or where no substitute exists and the absence of competition is not the result of an artificial narrowing down of the parameters of the procurement
- Insofar as is strictly necessary where, for reasons of extreme agency brought about by events unforeseeable by the contracting authority, the time limits for the open or restricted procedures or competitive procedures with negotiation cannot be complied with.

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

Price

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

Options: No

#### **II.2.14) Additional information**

The current contract is awarded after market testing the opportunity with Australian Providers and the three providers that responded to the call for competition were identified not to be suitable due to reasons of their proposals not presenting feasibility outcomes and had not been stress tested. In the event of this contract requiring any variation, this will be done inline with Principle of Transparency Code applying limits set in Regulation 72 regardless of the monetary value. To qualify for an uplift using Reg.72 the event must be unforeseeable which has led to the scope increase.

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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

- No tenders or no suitable tenders/requests to participate in response to restricted procedure
- 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 and VisitBritain (VB) to jointly direct award contract for QBR Australia Activation Baton Relay to Imagination Group Limited to due favourable Terms proposal which meets the requirements of the brief. The comparative advantages of the successful tenderer's submission relative to the unsuccessful submissions during soft market testing are based on stress tested plan and concept to which the proposal by Imagination Group Limited qualified to be considered under (Single Tender Action STA) for exceptional circumstance procurement or direct award.

It is government policy to acquire all goods and services in the public sector through competition to ensure that Value for Money (VFM) is achieved. A single tender will only be progressed in exceptional circumstances. It is still necessary to ensure this meets the business needs, provides value for money and is in compliance with the Public Contract Regulations 2015 (PCR2015). An STA may only be authorised if it can be proven that the benefits outweigh the risk.

#### 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-0120

### Title

Queen's Baton Relay Activation for Australia

A contract/lot is awarded: Yes

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

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

8 February 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**

Imagination Group Limited

Suite 116 Jones Bay Wharf, 26-32 Pirrama Road,

Prymont Sydney NSW 2009

Country

Australia

NUTS code

- AU - Australia

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: £36,491.80

Total value of the contract/lot: £36,491.80

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## **Section VI. Complementary information**

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

Whilst the contract is being awarded as below threshold at £36,491.80 , any variations to this amount will be in with Regulation 72 for any uplift or variation irregardless of value.

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

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

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom