

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004309-2022>

Contract

## **Event Management Company for West Midlands Tourism Awards Delivery Services Contract**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-004309

Procurement identifier (OCID): ocids-h6vhtk-031771

Published 15 February 2022, 3:54pm

### **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**

UKG3 - West Midlands

**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

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Event Management Company for West Midlands Tourism Awards Delivery Services Contract

Reference number

2021-WMGC-0063

**II.1.2) Main CPV code**

- 79952000 - Event services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

WMGC intends to award an Event Management company (EMC) with a contract for event

management - to deliver a successful West Midlands Awards for Excellence events in 2022 and 2023 (West Midlands Tourism Awards). The winning EMC will be responsible for the successful delivery of a live Awards for Excellence event in a West Midlands venue for circa. 300 people, in 2022 and 2023.

#### **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: £99,870

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

#### **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**

The B ATP will use the Games to promote the tourism offer of Birmingham, the West Midlands and the wider UK to generate economic growth. Focusing primarily on key Commonwealth markets and the UK, the Games presents a unique opportunity to attract additional domestic and overseas visitors, increasing their spend when they arrive here.

As part of this programme, we want to celebrate the tourism businesses who boost the West Midlands' reputation as a world-class destination for national and international visitors.

The West Midlands Tourism Awards will align with the annual awards cycle set out by VisitEngland through the national framework, the "Awards for Excellence", which begins with a series of local /regional competitions and feeds up to the national VisitEngland Awards for Excellence.

England's tourism awards champion the very best of the country's tourism industry, celebrating quality, innovation and best practice, and this event will provide the region with:

- PR hooks for regional, national and international press activity.
- An independent audit of the region's best tourism and hospitality businesses.
- A celebration of industry best practice, sustainability and innovation.
- An opportunity to push the gold and silver award winners through to the National Awards for Excellence competition.

This tender is for an event management company who will need to plan, manage and deliver a memorable, high-quality awards event in the best of the region's venues to cater for around 300 guests and award winners.

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

Price

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

Options: No

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

Any uplift to the proposed contract will be inline with PCR 2015 Regulation 72 modification of contracts during their term irregardless of value. For the activation of this clause to be applied the event leading to scope increase must be unforeseen.

---

## 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 open procedure

Explanation:

The proposed procurement route for this tender is via the Negotiated Procedure without Prior Notice Publication PCR (2015) Regulation 32 (2b) due to reasons for absence of competition / unfit competition after initial procurement run as open procedure PCR (2015) regulation 27.

The negotiated procedure without prior publication for procurement of an event management company for the tourism awards in this case is being used in putting in place a services contract in line with (Article 32 (2) Dir 2014/24) based on the following situation where no (suitable) tenders or no (suitable) requests to participate have been submitted in response to an open procedure.

A contract notice calling for competitive tenders was issued by WMGC Ltd on 03/09/2021 inviting tenderers to submit proposals based on the Tender Ref 2021-WMGC-0063 which utilised an Open Procedure as part of call for competition and had a deadline for tender submissions on 23/09/2021.

In line with permissions given in Public Contracts Regulation (2015) Reg.40 WMGC Ltd undertook preliminary market consultations to build a view as part of supply market feedback as to reasons why the tender had not yielded sufficient interest from the market to determine next steps finding an optimum route to utilise in procuring the service.

The market consultations feedback review from EOIs post tendering cycle confirmed that the contract value was not sufficient for the level of outputs required.

An extension to this open tender was granted, with a significantly increased contract value to satisfy previous concerns from suppliers and a reduced weighting against price within the evaluation criteria to further ease concerns in this area. The ITT was revised and reissued on 15/10/2021 with a tender return date of 01/11/2021. There were 19 EOIs, 6 of whom flagged that they intended to submit a tender return, with 1 tender return being submitted by Marquee Chamelon.

Using the evaluation method statements and scoring matrix, the tender evaluation panel scored independently and then consensually agreed that Marquee Chamelon had scored 33/90 for quality award criteria, and 10/10 on price (due to absence of competition), resulting in a total mark of 43/100. The tender return did not give any reassurance to the evaluation panel that the supplier could deliver this contract to a high enough standard, and therefore has been deemed inadmissible (on the basis that the ITT documents stated: failure to score a minimum of two (2) in any one category may result in no further evaluation of the ITT response).

In light of the foregoing reasons, it is necessary for the reason of extreme urgency to have a contract in place by seeking an alternative procedure permissible in PCR (2015) regulations for example by pursuing a Negotiated Contract reg.32 without Prior Publication due to absence of competition.

The Choice of procedure is justified due to no bids or no suitable bids received or no requests to participate were received across two open procedures.

WMGC Limited will now enter into direct negotiation with Reach Plc who are capable of meeting the requirements of this contract (without substantially making any major changes to the contract).

In using the Negotiated procedure WMGC Ltd will not publish a contract Notice, but will publish a voluntary ex-ante transparency notice (VEAT).

#### **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-0063

### **Title**

Event Management Company for West Midlands Tourism Awards Delivery Services Contract

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

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**

Reach Publishing Services Limited

One Canada Square, Canary Wharf

London, United Kingdom

E14 5AP

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £99,870

---

## **Section VI. Complementary information**

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

The contract award will only be varied inline with Reg 72 principles up to the 50% maximum cap limit.

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

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

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Email

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

Country

United Kingdom