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Contract

## **An Advertising and Communications Partnership with insidethegames.biz**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-006977

Procurement identifier (OCID): ocids-h6vhtk-0321db

Published 15 March 2022, 12:20pm

### **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**

An Advertising and Communications Partnership with insidethegames.biz

Reference number

2021-WMGC-0119

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

A decision is sought on the direct award for an advertising and communications partnership with Insidethegames.biz to enable us to market Birmingham and the West Midlands to influential decision makers and opinion formers within the Major Sporting event sector.

**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: £26,000

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

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

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crows flies from B19 post code.

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

Our BAT programme headline KPI is to attract 8 Major Sporting Events by 2027 and one of the headline priorities outlined in our Major Sporting Event Strategy 2021 -2027 is to;

Strengthen the WM identity as a Major Sporting Event host region of choice in the UK and Internationally by developing a compelling offer for event organisers and rights holders, sports fans and visitors.

With international Covid travel restrictions still in place for the foreseeable future, we need to find an effective way of 'getting our message out there' and building awareness and attracting interest amongst the global sporting events sector.

insidethegames.biz is the pre-eminent publication in the Major Sporting Events sector, followed and read globally by influential decisionmakers and opinion-formers including;

- IOC members and its Executive Board
- International Sports Federations and their National Federations
- National Olympic Committees
- Sport Industry professionals
- Bid Cities and their consultants
- Sports journalists, sports media and sponsors

- Students and sports fans
- Heads of State, Governments and Royalty

For four years (2016, 2017, 2018 and 2019) insidethegames.biz was named the most-followed media organisation in the world in the Burnson, Cohn and Wolfe (BCW) global media agency. It was also ranked 1st on the BCW Sport Media Sources 'Most Followed' by International Sports Federations on Twitter.

insidethegames.biz has a following of over 47,000 subscribers who receive daily email e-alerts and a Weekly Editors' Choice which is a round-up of the most important news stories of the week in the world of sport.

It is a niche publication targeted directly at the audience we need to reach and influence in order to promote Birmingham and the West Midlands as a host region of Major Sporting Events.

We are working with our media and communications partners DRP to develop marketing assets and promotional resources which will outline our 'compelling offer' in the West Midlands including world class venues, cultural and tourism attractions and the hospitality sector.

This partnership with insidethegames.biz will compliment this work by providing the ideal media channel and platform to extensively market and promote our offer directly to the decision makers and influencers in this key period leading up to, during and post Birmingham Commonwealth Games 2022.

Insidethegames.biz has a large global reach with

- Monthly page impressions: 14,814,363
- Monthly visits: 2,991,062
- Monthly unique visitors: 1,701,036
- Daily page views per visitor: 9.92 pages

The nature of this partnership with insidethegames.biz will also provide us with an opportunity to 'tell our story' through an accompanying series of editorial pieces, which we will plan content for and where we can, for example, publish interviews with key individuals from within the Growth Company and amongst our regional venues and key stakeholders.

A 12 month contract with insidethegames.biz will deliver;

- A dedicated and branded sub section for West Midlands Growth Company on the Birmingham 2022 Sponsored Section to include information relating to sporting venues, partner initiatives, host locations, city wide offers et al
- Monthly editorial support on insidethegames.biz. with 2 guaranteed news stories a month directed by WMGC
- A 'Big Read' feature article per quarter with topic agreed with insidethegames.biz Editor and to include an interview with Senior Management at WMGC (with option to sponsor and carry WMGC brand)
- Bi-monthly or quarterly blogs featured on insidetheblogs submitted by WMGC
- WMGC to have a dedicated section on the Daily EAlert in 2022, 2 times before the Commonwealth Games

With ongoing Covid related international travel restrictions still in place for the foreseeable future, and face to face meetings and familiarisation visits curtailed, this digital and media platform provides an ideal vehicle to build awareness, stimulate interest and invite approaches from Major Sporting Event rights holders, International Federations and Governing Bodies of Sport in the lead up to, during and post B2022 Commonwealth Games.

It will make a significant contribution to our target of attracting 8 Major Sporting Events by 2027.

#### **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 Insidethegames.biz contract due to the nature of the service required and in line with principles set in PPN01/20 where direct award is permissible due to 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

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## Section V. Award of contract

### Contract No

2021-WMGC-0119

### Title

An Advertising and Communications Partnership with insidethegames.biz

A contract/lot is awarded: Yes

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

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

11 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**

Dunsar Media Company Ltd

Suite 9/15, 4th Floor Acorn House, Midsummer Boulevard

Milton Keynes

MK9 3HP

Country

United Kingdom

NUTS code

- UKJ13 - Buckinghamshire CC

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: £26,000

Total value of the contract/lot: £26,000

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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