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Contract

In-Market Representation Contract

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2023/S 000-009293

Procurement identifier (OCID): ocds-h6vhtk-02ae0c

Published 30 March 2023, 12:29pm

Section I: Contracting authority/entity

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Telephone

+44 7483079297

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

01631329

Internet address(es)

Main address

www.wmgrowth.com

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

In-Market Representation Contract

Reference number

2021-WMGC-0003

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title

In-Market Representation Australia

Lot No

LOT 1

II.2.3) Place of performance

NUTS codes

- AU - Australia

II.2.4) Description of the procurement at the time of conclusion of the contract:

LOT 1 Australia

- Build a pipeline of minimum 60 prospects and 30 projects (active inward investment opportunities)
- Support 10 inward investment visits to the West Midlands region
- Create 5 completed projects (successes) with 75 jobs

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

31 March 2023

End date

30 June 2023

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2022/S 000-007458](#)

Section V. Award of contract/concession

Contract No

2021-WMGC-0003

Lot No

LOT 1

Title

In-Market Representation Uplift

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

9 August 2021

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Foley and Associates Pty Ltd

Suite 48, Level 9, 88 Pitt Street

Sydney, NSW 2000

Country

Australia

NUTS code

- AU - Australia

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £92,250

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Birmingham

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79342000 - Marketing services

VII.1.3) Place of performance

NUTS code

- AU - Australia

VII.1.4) Description of the procurement:

- Take on the role of West Midlands Growth Company's strategic business development and front end sales partner in inward investment lead generation, presenting itself to key stakeholders and prospective investors as a direct extension of the Growth Company's business development team

- Cultivate and manage relationships with key stakeholders on behalf of the West Midlands Growth Company (to include notably Department for International Trade posts, national and state

trade and investment bodies in host countries, Relevant sector bodies and trade associations and senior operational personnel from relevant partner city authorities).

- Provide regular cultural & market insights and actionable intelligence to steer West Midlands Growth Company strategy and delivery plans.

- Where required, support with the delivery of a number of in-market promotional events, including event organisation, audience generation and audience follow-up.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

31 March 2023

End date

30 June 2023

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£92,250

VII.1.7) Name and address of the contractor/concessionaire

Foley & Associates Pty Ltd

Suite 48, Level 9, 88 Pitt Street, Sydney, NSW 2000 Australia

Country

Australia

NUTS code

- AU - Australia

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The extended timeframe for the provision of in market representation will be used to allow Foley to continue to provide the WMGC with representation in market and to continue to build on the current pipeline of qualified Inward Investment potential. They have spent significant resource on developing the leads, so it would be ideal to allow time for them to convert these leads.

This contract is being extended to provide continuity of service between the current end of this contract and the completion of the tendering process for future in market representation within this market.

- Expiry of the contract will be amended to the 30th of June 2023

- A minimum of 15 additional investment leads are to be generated over the 3 months.
- No further Performance Related Pay (PRP) will be applicable during this extended period
- Continued in market representation
- Continued building of qualified Inward Investment potential

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

To ensure continuity of service we require our current incumbent to continue service until the 30th June which will be completion of a new tendered In Market Representation contract.

Regulation 72. (b) for additional works, services or supplies by the original contractor that have become necessary and were not included in the initial procurement, where a change of contractor

(ii) would cause significant inconvenience or substantial duplication of costs for the contracting authority,

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £122,138.88

Total contract value after the modifications

Value excluding VAT: £133,347.21