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Contract

## **In-Market Representation (LOT 2)**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2023/S 000-009370

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

Published 30 March 2023, 5:58pm

### **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](mailto: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](http://www.wmgrowth.com)

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**Section II: Object**

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

**II.1.1) Title**

In-Market Representation (LOT 2)

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- Canada & USA

Lot No

LOT 2

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

NUTS codes

- UKG3 - West Midlands

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

LOT 2 Canada and USA

- 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

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2021/S 000-025216](#)

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## **Section V. Award of contract/concession**

### **Contract No**

2021-WMGC-0003

### **Lot No**

LOT 2

## **Title**

In-Market Representation - LOT 2

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

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

29 March 2023

### **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**

Research Consultants International

1980 Sherbrooke Street, West Montreal, Quebec

Canada

Country

Canada

NUTS code

- CA - Canada

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: £76,950

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## **Section VI. Complementary information**

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

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

Commercial Working Group

Birmingham

Country

United Kingdom

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## **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

- UKG3 - West Midlands

#### **VII.1.4) Description of the procurement:**

The extended timeframe for the provision of in market representation will be used to allow Research FDI 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.

#### **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:

£76,950

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

Research Consultants International

1980 Sherbrooke Street, West Montreal, Quebec

Canada

Country

Canada

NUTS code

- CA - Canada

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 Research FDI 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.

### **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:

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: £79,722.22

Total contract value after the modifications

Value excluding VAT: £88,380.55