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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

#### **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 (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

## Section IV. Procedure

## IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: <u>2021/S 000-025216</u>

## 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

## **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

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

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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 adaptions and average inflation)

Value excluding VAT: £79,722.22

Total contract value after the modifications

Value excluding VAT: £88,380.55