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Opportunity

## **Framework Agreement Consultancy Services**

West Midlands Growth Company

F02: Contract notice

Notice reference: 2024/S 000-009856

Published: 26 March 2024, 3:29pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

West Midlands Growth Company

The Colmore Building 20 Colmore Circus Queensway B4 6AT

Birmingham

B4 6AT

#### **Email**

[zoe.middleton@wmgrowth.com](mailto:zoe.middleton@wmgrowth.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

#### **Internet address(es)**

Main address

[www.wmgrowth.com](http://www.wmgrowth.com)

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

### **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**

Framework Agreement Consultancy Services

Reference number

2024-WMGC-0331

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

The West Midlands Growth Company is seeking to establish a framework agreement via this tender process, appointing multiple suppliers across each of the Lots. The aim of this project is to create a suite of capable suppliers who can deliver a range of specialist, consultancy services across all the key business areas within the West Midlands Growth Company during the term including, but not limited to Inward Investment, Capital Attraction, Strategic Research and Evaluation. Service providers appointed to the framework will be assessed during the procurement process for their financial stability, track record, experience and technical and professional ability. This tender has been divided into five Lots and potential suppliers may bid for one or multiple Lots dependant on their business capabilities. There are no restrictions on the number of Lots that a Tenderer can bid for or be awarded. WMGC intends to appoint multiple suppliers to each Lot and this will be based on the highest scoring

### **II.1.5) Estimated total value**

Value excluding VAT: £1,500,000

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

### **II.2.1) Title**

Strategic Support: Strategy Development, Workshops & Baseline

Lot No

Lot 1

### **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services

- 79411000 - General management consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

Provision of strategic, objective support relating to development of individual business areas strategies, corporate documents & strategies and regional documents. This might include research and policy work, the identification of options with recommendations as well as implementation and delivery. Potential areas of future support may include: In Market Representation and Lead Generation Investor Enquiry Management, Inward Investment Proposition Development & Specialist Product & Services Development and Delivery Strategic Inward Investment Attraction / FDI Opportunities West Midlands Strategic Site Promotion (Leisure / Hotels / Business) – Identify and baseline the opportunities for expansion, development of accelerator programmes and market engagement activity. Business Cases for future funding

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £900,000

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

Start date

27 May 2024

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The initial term of this agreement will be from 27th May 2024 to 31st March 2025 with the option to extend for a further two years, reviewed on an annual basis, subject to future funding and ongoing requirements.

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Economic Analysis: Economic Trends, Baselines, Case Studies, Labour Market Profiles

Lot No

Lot 2

### **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79419000 - Evaluation consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

Potential areas of future support may include: Provision of Economic Impact Research Evaluation & Reporting including for the Major Events Fund Feasibility Studies

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £200,000

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

Start date

27 May 2024

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The initial term of this agreement will be from 27th May 2024 to 31st March 2025 with the option to extend for a further two years, reviewed on an annual basis, subject to future funding and ongoing requirements.

## **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Place Promotion & Visitor Economy

Lot No

Lot 3

### **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79419000 - Evaluation consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

Potential areas of future support may include: Perception Surveys Visitor Surveys Accessibility & Inclusive Tourism Business Support

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £300,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing**

## **system**

Start date

27 May 2024

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The initial term of this agreement will be from 27th May 2024 to 31st March 2025 with the option to extend for a further two years, reviewed on an annual basis, subject to future funding and ongoing requirements.

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Organisational Development (Internal)

Lot No

Lot 4



## **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

Potential areas of future support may include: Skills/ Competencies Analysis Gaps and or Deficiencies Analysis / Review

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £50,000

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

Start date

27 May 2024

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The initial term of this agreement will be from 27th May 2024 to 31st March 2025 with the option to extend for a further two years, reviewed on an annual basis, subject to future funding and ongoing requirements.

### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Coaching & Staff Development

Lot No

Lot 5

### **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services
- 79411000 - General management consultancy services
- 79410000 - Business and management consultancy services

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

NUTS codes

- UKG3 - West Midlands

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

Potential areas of future support may include: Provision of group or 1-2-1 mentoring and coaching services

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

27 May 2024

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

The initial term of this agreement will be from 27th May 2024 to 31st March 2025 with the option to extend for a further two years, reviewed on an annual basis, subject to future funding and ongoing requirements.

## **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

NA

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 24

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Not applicable

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

26 April 2024

Local time

12:00pm

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.7) Conditions for opening of tenders**

Date

26 April 2024

Local time

2:00pm

Place

Birmingham

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

West Midlands Growth Company Leadership Tema

Birmingham

Country

United Kingdom