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Tender

## **Evaluation of the additionality of the Commonwealth Games Business and Tourism Programme**

WEST MIDLANDS GROWTH COMPANY LIMITED  
Department for International Trade

F02: Contract notice

Notice identifier: 2021/S 000-010164

Procurement identifier (OCID): ocds-h6vhtk-02af25

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

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

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House, 2 Centenary Square

BIRMINGHAM

B12ND

#### **Contact**

Ronny Tigere

#### **Email**

[ronny.tigere@wmgrowth.com](mailto:ronny.tigere@wmgrowth.com)

#### **Telephone**

+44 1212025057

**Country**

United Kingdom

**NUTS code**

UKG3 - West Midlands

**Internet address(es)**

Main address

<https://www.wmgrowth.com>

Buyer's address

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

**I.1) Name and addresses**

Department for International Trade

3 Whitehall Place

London

SW1A 2AW

**Contact**

Will Medici

**Email**

[will.medici@trade.gov.uk](mailto:will.medici@trade.gov.uk)

**Telephone**

+44 7741186925

**Country**

United Kingdom

## **NUTS code**

UKI - London

## **Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-for-international-trade>

Buyer's address

<https://www.gov.uk/government/organisations/department-for-international-trade>

## **I.2) Information about joint procurement**

The contract involves joint procurement

## **I.3) Communication**

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

<https://in-tendhost.co.uk/wmgrowth/asp/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/asp/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

Evaluation of the additionality of the Commonwealth Games Business and Tourism Programme

Reference number

2021-WMGC-0008

#### II.1.2) Main CPV code

- 79419000 - Evaluation consultancy services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Business and Tourism Programme (BATP) seeks to maximise the benefits of the 2022 Birmingham Commonwealth Games to the UK and the region as a business, investment and tourist destination. A critical element of the evaluation of the BATP is an assessment of the additionality of the programme - i.e. the in-flows of investment and tourism to the UK and the West Midlands which are directly attributable to the programme, as distinct from those which would have happened anyway.

The BATP programme is jointly procuring Evaluation Services through a collaborative approach through WMGC Ltd and Department for International Trade together as Contracting Authorities. The Procurement comprises evaluation of the additionality of the BATP Programme based on the elements comprising

- (i) evaluation of marketing campaigns (perceptions research) WMGC Delivered Element.
- (ii) Evaluation of Leisure Tourism activity and (visitor surveys) WMGC delivered
- (iii) Evaluation of UK House (research with UK House delegates) DIT Delivered

These projects will provide essential data and intelligence to demonstrate that the activities

being funded by the programme are having the anticipated impact and are helping to realise the benefits that we forecast would be achieved.

The Survey work will seek evaluation of the impact of key activities within the leisure tourism workstream.

As well as associated marketing campaigns the BATP leisure tourism workstream includes:

(i) The establishment of a digital platform to welcome visitors to the West Midlands, including mobile showcases and the facility to book accommodation, visits to attractions and itineraries. The most popular and well used aspects of the area's visitor offer, visitor satisfaction and visitor expenditure. To undertake surveys of visitors to different locations in the West Midlands to include key visitor attractions, conference and exhibition facilities, major hotels, shopping centres, transport hubs, visitor information centres and Commonwealth Games venues. If Covid-19 restrictions are still in place when surveys are required it may be necessary to adopt on-line, rather than face to face approaches.

A series of surveys are required in order to:

(i) Provide baseline intelligence on visitor motivations, profile and behaviour before the BATP begins to have an impact.

(ii) Track changes as BATP activity gathers pace.

(iii) Evaluate the position at a later date when marketing and promotional activity and improvements to the region's visitor welcome have begun to have a more lasting impact - we welcome tenderers' ideas and recommendations on timings for this.

A random sample of at least 1,000 interviews in Birmingham and at least 2,000 in the wider WMCA area need to be completed in each wave of research. Local residents should be excluded from the survey. The interviews should be undertaken using fully trained market research interviewers and be conducted under the Market Research Code of Conduct

(ii) A programme of support for the region's tourism businesses to help them recover from the impact of the Covid-19 lockdowns and develop the capacity and capability to offer an excellent welcome to visitors to the West Midlands.

Research is required which identifies:

- Visitors' motivations to visit, their degree of exposure to BATP marketing and promotional activity and the sources of information they have used to research and plan their trip.
- Any changes to the profile and demographics of visitors to the region over the course of the BATP.

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

Value excluding VAT: £345,000

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

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The main place of performance will be the West Midlands as the crow flies from postcode B1

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

The contracting authorities are seeking to appoint a single contractor or supplier who can supply the full suite of services either as prime contractor or subcontract elements which cannot be met from own resources. The full services in scope are:

- (i) evaluation of marketing campaigns (perceptions research)
- (ii) evaluation of leisure tourism activity and (visitor surveys)
- (iii) evaluation of UK House (research with UK House delegates)

A range of marketing campaigns are planned via the BATP, targeting a range of priority audiences, source markets and sectors. A key objective of the programme is to achieve the shifts in perceptions of the UK and the West Midlands as a business, investment and visitor destination required to drive in-flows of investment and tourism.

We require research, therefore which tracks, over the course of the BATP, changes in:

- Levels of awareness of the UK and West Midlands offer
- Positive or negative sentiment and what audiences associate the UK and the region with. For example in previous research the West Midlands has commonly been associated with its

automotive and wider engineering sector, its central location and its universities.

Whether they would consider (i) recommending the UK and the West Midlands to clients and/or (ii) visiting the UK and the West Midlands. The research will need to:

(i) Provide baseline intelligence on the position before the marketing campaigns begin to have an impact.

(ii) Indicate the position after the marketing activity has taken place.

(iii) Provide further evaluation of the position further down the line, when the activity has begun to impact more fully on sentiment and consideration. We welcome tenderers' ideas and recommendations on timings for this research will also inform the evaluation of the wider Commonwealth Games legacy programme - helping us understand the extent to which the Games themselves and their wider legacy programmes shift perceptions of the UK and the West Midlands

Again, the UK House is part of the Commonwealth Games and will be situated in the Centre of Birmingham, be GREAT/CWC branded and will showcase and celebrate Britain as a leading, innovative nation with a dynamic, investor-friendly UK Industrial Strategy. It will also focus on specialist areas of regional excellence, highlight opportunities for investment in Birmingham and the Midlands Engine and focus on investment on R&D and wider regional skills that the UK offers today. In addition, smaller satellite events will be held across the City and region to increase impact and engagement.

Through the use of world-renowned speakers, high-quality content, rich innovation and masterclasses we will focus on real business stories of investment success and UK expertise and creativity; we will celebrate incredible growth stories from small start-ups to multinationals; inspire and motivate the guests to invest or grow their business by joining a new dynamic UK business landscape with strong financial and economic drivers.

There will be innovative formats to excite visitors from across the Commonwealth, focusing on plenary sessions, a set piece Global Investment Conference, hosted networking, opportunities for dialogue in group and bi-lateral formats and the opportunity to interact with showcases of contrasting innovations. Although the content will be business focused, cultural, food and sporting partnerships will be celebrated at key moments during the 9-day event.

We estimate capacity for plenary events up to 500, with the ability to host up to 2,000 visitors on a daily basis.

Example data collected for the UK House activity will include:

- Output data such as:

- visitor volumes
- nationality
- sector
- business size
- Outtake data such
- UK House attendee customer experience
- Responses to increased propensity/ intention to export, invest, do business within the UK (versus those who do not interact with the UK House programme)
- Outcome data such as:
  - # of new investment leads into the investment pipeline
  - # of business service interactions
  - # of investment inquiries relating to FDI in the UK (by sector / country)
  - Volume (#) and value (£) of new exports (by sector)
  - Volume (#) and value (£) of new procurements from foreign businesses (by sector)
  - Volume (#) and value (£) of FDI contracts (by sector & country) - actual

The role of the successful research supplier to support assessing the impact of the UK House activity:

Any services related to this procurement which are not foreseeable yet, but will become necessary in future will be varied inline with PCR (2015) regulation 72 modification of contracts during their term as long as the change is not a material change

### **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: £345,000

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

Duration in months

33

This contract is subject to renewal

No

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

Variants will be accepted: No

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

Options: Yes

Description of options

The Contracting authorities may consider at their discretion to award this contract to a prime contractor only, Prime Contractor with Subcontractor or may accept bids from a consortia or may request bidders to form a consortia or operate as an SPV in delivering the contract

### **II.2.14) Additional information**

The tender is jointly Procured by WMGC Limited and Department for International Trade, therefore successful Contractor for the relevant component awarded must expect to be jointly managed by the two Contracting Authorities who are jointly procuring this requirement.

The award of Contract is subject to acceptance of all Terms and Key Performance Measures on this contract will be jointly managed by the contracting Authorities.

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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

The contractor must demonstrate relevant experience and must provide example contracts from which the experience is drawn through case study examples in the ITT document

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per Tender documents

Minimum level(s) of standards possibly required

Sufficient Evidence must be demonstrated in capability and quality required to deliver this contract

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Either Contracting Authority can terminate their element(s) of the Contract separately from the other Contracting Authority where performance has been observed to be unsatisfactory. If a Contracting Authority takes such action, such termination shall not affect the other Contracting Authority or their elements of the Contract.

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## **Section IV. Procedure**

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

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

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

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

Date

10 June 2021

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

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

Date

10 June 2021

Local time

1:00pm

Place

In-Tend Portal

Information about authorised persons and opening procedure

Procurement Lead and Finance Manager

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

This procurement exercise is being conducted using In-Tend (e-tendering platform). All tenderers wishing to participate in this tender process are required to register on this link <https://in-tendhost.co.uk/wmgrowth.aspx/Registration> and use the Register / Sign In button which is located on the left hand side of the page and complete the registration forms. Following registration, an e-mail will be sent to you advising of your user ID along with a reminder of your e-mail address and password. Details of the project are located under the current tenders link which is also where you can express an interest and receive the documentation. Once you have done this you must log back into the website using the details provided following registration and locate the contract document under Tenders, My Tenders on the menu. The Tender should be received no later than Thursday 10th June 2021

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

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

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

B1 2ND

Email

[ronny.tigere@wmqc.com](mailto:ronny.tigere@wmqc.com)

Telephone

+44 1212025115

Country

United Kingdom

Internet address

<https://www.wmgrowth.com>

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

The two Contracting Authorities WMGC Ltd and DIT will incorporate a minimum of 10 calendar day standstill period at the point information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the contracting Authorities before the contract is entered into. The further clarification request of the intention to award must be sought within 10 days of issuing the intention to award letters.