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Contract

## **Business & Tourism's Familiarisation Visits**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-010343

Procurement identifier (OCID): ocds-h6vhtk-032f04

Published 21 April 2022, 10:02am

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

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

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

#### **Contact**

Charlene Joseph

#### **Email**

[charlene.joseph@wmgrowth.com](mailto:charlene.joseph@wmgrowth.com)

#### **Country**

United Kingdom

#### **Region code**

UKG31 - Birmingham

**Internet address(es)**

Main address

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

**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**

Business & Tourism's Familiarisation Visits

Reference number

2022-WMGC-0008

**II.1.2) Main CPV code**

- 55110000 - Hotel accommodation services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Business and Tourism Programme will conduct familiarisation visits for our key markets: Canada, UK, USA and Europe in July/August 2022 to coincide with the Commonwealth Games, showcasing Birmingham and the West Midlands region as a business events destination.

We will invite delegates who have a high potential to organize future business events in

the West Midlands. To attract them to make the visit we would need to make the offer of a visit to the region as appealing as possible. Therefore, WMGC will need to procure hotel rooms for delegates to stay in during the games.

The purpose of the activity is to increase awareness of the region, change perceptions and engage with conference and business event organisers to educate, inspire and encourage them to bring their conference business to the region.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £29,850

### **II.2) Description**

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

- 55110000 - Hotel accommodation services

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

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from B16 post code

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

The B ATP will conduct familiarisation visits for our key markets: Canada, UK, USA and Europe in July/August 2022 to coincide with the Commonwealth Games, showcasing Birmingham and the West Midlands region as a business events destination.

We will invite delegates who have a high potential to organize future business events in the West Midlands. To attract them to make the visit we would need to make the offer of a visit to the region as appealing as possible. Therefore, WMGC will need to procure hotel rooms for delegates to stay in during the games.

The purpose of the activity is to increase awareness of the region, change perceptions and engage with conference and business event organisers to educate, inspire and encourage them to bring their conference business to the region.

## Key Outputs

- The ability to host delegates in region as part of a familiarisation programme is essential experience designed to raise awareness of the region and educate business event organisers on the offer presented by West Midlands.
- By hosting delegates during the games, we anticipate the activity to contribute towards building a sufficient future pipeline of conference bids in order to secure 11 conference wins by 2026.
- Integrating with the work of the Conference Ambassador Network, it will allow us to connect both local ambassadors and HQ decision makers on territory.

## Rationale for Procurement

- As part of the B ATP, hosted familiarisation visits will be held during summer 2022 for key markets (UK, Europe and N America).
- These visits will highlight the best of Birmingham and West Midlands products (conference/meeting venues, accommodation, experiences, dining) to key contacts, supporting both awareness and appetite for travel to the region.
- There will be a cross programme collaboration between WMGC and VisitBritain in-market teams to deliver this activity.
- The FAM visits will support relationships with key buyers to strengthen the region's image and increase the volume and value of business events coming into the region by stimulating future growth within the sector and supporting markets that produce high value.

We require hotel accommodation that can provide 15 x Bedroom, Bed & Breakfast from Wednesday 27th July 2022 - Saturday 6th August 2022 for our delegates.

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

Price

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

Options: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

It is the intention of West Midlands Growth Company Ltd to directly award The Malmaison Birmingham the contract due to the nature of the service required and in line with principles set in PPN01/20 where direct award is permissible due absence of competition under Regulation 32 (2) of the PCR which allows for sole supplier sourcing through use of a negotiated procedure without prior publication to be used.

In the case of this procurement competition is absent and only one supplier can provide the service or has capacity to complete on the scale required as we approached 8 Hotel providers and only The Malmaison Birmingham was the only hotel to have availability on the dates that we requested with the number of rooms required.

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

### Contract No

2022-WMGC-0008

### Title

Business & Tourism's Familiarisation Visits

A contract/lot is awarded: Yes

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

### **V.2.1) Date of conclusion of the contract**

20 April 2022

### **V.2.2) Information about tenders**

Number of tenders received: 1

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

### **V.2.3) Name and address of the contractor**

Malmaison Hotel Birmingham

1 Wharfside Street, The Mailbox

Birmingham

B1 1RD

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £29,850

Total value of the contract/lot: £29,850

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## **Section VI. Complementary information**

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

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

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom