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Planning

In-Market Representation

West Midlands Growth Company Ltd

F01: Prior information notice

Reducing time limits for receipt of tenders

Notice identifier: 2023/S 000-011579

Procurement identifier (OCID): ocds-h6vhtk-03c35e

Published 21 April 2023, 4:40pm

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company Ltd

Colmore Building, 20 Colmore Circus, Queensway

Birmingham

B4 6AT

Contact

Mr Paul Jones

Email

paul.jones@wmgrowth.com

Telephone

+44 7375084398

Country

United Kingdom

NUTS code

UKG31 - Birmingham

National registration number

01631329

Internet address(es)

Main address

www.wmgrowth.com

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

In-Market Representation

Reference number

2023-WMGC-0010

II.1.2) Main CPV code

- 98110000 - Services furnished by business, professional and specialist organisations

II.1.3) Type of contract

Services

II.1.4) Short description

WMGC Ltd as the contracting authority is seeking to contract with an in-market representation and delivery partner, to support in the delivery of a comprehensive programme of investment promotion and business development activities. In accordance with the parameters of the programme, in-market partnerships are sought to cover a number of geographical regions. Required markets are separated into lots as follows: • Australia • Singapore & Malaysia Prospective delivery partners can bid for one, multiple or all lots. The delivery partner must have capacity to deliver all or subcontract parts of the brief. Where the Lead Contractor is intending to sub-contract part of the tender brief, they must indicate which parts of the brief will be subcontracted and obligations in managing delivery and performance rests with the prime contractor.

II.1.5) Estimated total value

Value excluding VAT: £188,000

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

In- Market Representation - Australia

Lot No

1

II.2.2) Additional CPV code(s)

- 98110000 - Services furnished by business, professional and specialist organisations
- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- AU - Australia

II.2.4) Description of the procurement

Successful outcomes will require the appointed delivery partner to:

- Act as an agent of the West Midlands Growth Company in market, presenting itself to key stakeholders and prospective investors as a direct extension of the Growth Company's business development team.
- Cultivate and manage relationships with key stakeholders on behalf of the West Midlands Growth Company (to include notably Department for Business & Trade posts, national and state trade and investment bodies in host countries, Relevant sector bodies and trade associations and senior operational personnel from relevant partner city authorities).
- Provide regular cultural & market insights and actionable intelligence to steer West Midlands Growth Company strategy and delivery plans.
- Where required, support with the delivery of a number of in-market promotional events, including event organisation, audience generation and audience follow-up.
- Support the WMGC sector and International Markets teams to secure well-qualified delegations of companies and key intermediaries, including engagement with the sector leads to plan the visit.
- Using proprietary and publicly available data the successful applicant will identify companies to land in the West Midlands. The successful applicant will also identify and engage key intermediaries and multipliers to build the West Midlands profile; this would include Department for Business & Trade (DBT), DBT-equivalent organisations (federal, state government offices) and sector associations.
- Overall objective for the successful applicant is to generate 60 prospects and 30 active projects over the contract period.
- There is a Performance Related Pay (PRP) element to this

contract, the additional objectives that would unlock PRP for Lot 1 would be to source 4 qualified sector-focused delegations, land 10 investment wins, and create 150 jobs. PRP payments will be split over years 1 and 2 and not all available in a single year.

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: £121,000

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

Duration in months

21

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

In- Market Representation - Singapore and Malaysia

Lot No

2

II.2.2) Additional CPV code(s)

- 98110000 - Services furnished by business, professional and specialist organisations
- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- MY - Malaysia
- SG - Singapore

II.2.4) Description of the procurement

Successful outcomes will require the appointed delivery partner to:

- Act as an agent of the West Midlands Growth Company in market, presenting itself to key stakeholders and prospective investors as a direct extension of the Growth Company's business development team.
- Cultivate and manage relationships with key stakeholders on behalf of the West Midlands Growth Company (to include notably Department for Business & Trade posts, national and state trade and investment bodies in host countries, Relevant sector bodies and trade associations and senior operational personnel from relevant partner city authorities).
- Provide regular cultural & market insights and actionable intelligence to steer West Midlands Growth Company strategy and delivery plans.
- Where required, support with the delivery of a number of in-market promotional events, including event organisation, audience generation and audience follow-up.
- Support the WMGC sector and International Markets teams to secure well-qualified delegations of companies and key intermediaries, including engagement with the sector leads to plan the visit.
- Using proprietary and publicly available data the successful applicant will identify companies to land in the West Midlands. The successful applicant will also identify and engage key intermediaries and multipliers to build the West Midlands profile; this would include The Department for Business & Trade (DBT), DBT-equivalent organisations (federal, state government offices) and sector associations.
- Overall objective for the successful applicant is to generate 60 prospects and 30 active projects over the contract period.
- Additional objectives that would unlock PRP for Lot 2 would be to source 2 qualified sector-focused delegations, land 5 investment wins, and create 75 jobs.

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: £67,000

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

Duration in months

21

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.3) Estimated date of publication of contract notice

29 May 2023

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: No

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company Ltd

Colmore Building, 20 Colmore Circus, Queensway

Birmingham

B4 6AT

Email

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Telephone

+44 7375084398

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

West Midlands Growth Company Ltd

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B4 6AT

Email

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Telephone

+44 7375084398

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

West Midlands Growth Company Ltd

Colmore Building, 20 Colmore Circus, Queensway

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+44 7375084398

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