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Contract

## **Media Buying Services**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-016777

Procurement identifier (OCID): ocds-h6vhtk-03482e

Published 20 June 2022, 11:40am

### **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

#### **NUTS 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**

Media Buying Services

Reference number

2021-WMGC-0082

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

- 79340000 - Advertising and marketing services

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

Services

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

OMD Group Ltd are the current media buying supplier for both the Domestic and International Cultural marketing campaigns. All media is currently agreed and purchased until March 2023, therefore it is our intention to directly award OMD Group Ltd the contract to continue the media buying services for WMGC.

#### **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: £417,000

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

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

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crows flies from B19 post code.

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

We are running two tourism marketing campaigns that are currently running until March 2023.

1. A domestic marketing campaign that aims to change perceptions, and drive footfall to our region.

2. An international cultural campaign will deliver a digital marketing campaign for each our key target markets Australia, India, and Canada. The campaign will promote the regions permanent cultural assets, Birmingham 2022 Festival, and raise awareness and interest in the West Midlands as a cultural tourism destination both pre, during, and post-Games.

WMGC procured the CCS Framework for Media Buying in December 2021 for both the Domestic and International Cultural Marketing Campaigns and appointed a single supplier to the framework which is valid until 21st May 2022. The framework has been retendered and our incumbent has retained the business as they are the only supplier on the Lot. The framework gives permission to directly call off where requirements are precise without opening to further competition. WMGC is satisfied that the framework route still delivers value for money based on the tendered rates which are still applicable to all contracts which be called off from this framework.

Our anticipated spend for this financial year is:

Year 2 = £335,000 Domestic

Year 2 = 82,000 International

Total Year 2 = 417,000

#### **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 WMGC Ltd to directly award OMD Group Ltd 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 and protection of exclusive rights 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 and this request also falls within Regulation 32 (5) delivery of services by an existing supplier to where competition is absent due to technical reasons.

Furthermore, there is protection of exclusive rights, including intellectual property rights where there is no reasonable alternative or substitutes that exists and the absence of competition is not the result of an artificial narrowing down of the parameters of the procurement.

The procurement was initially tendered in December 2021, with the framework expiring on the 21/05/22. The framework was retendered and OMD Group Ltd retained the business, they are the only supplier on the Lot 1. The market is uncontested on media buying and it is a reasonable solution decision to proceed with OMD based on conditions that there is no reasonable alternative in the market.

In the case of this procurement competition is absent and only one supplier can provide the expertise to provide an integrated, end-to-end service for media buying on our existing marketing campaigns with no further competition needed or has capacity to complete on the scale required.

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

The procurement involves the establishment of a framework agreement

#### **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.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

2021-WMGC-0082

### **Lot No**

Lot 1

### **Title**

Media Buying Services

A contract/lot is awarded: Yes

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

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

25 May 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**

OMD Group Limited

85 Strand

London

WC2R 0DW

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £417,000

Total value of the contract/lot: £417,000

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## **Section VI. Complementary information**

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

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

Commercial Working Group

Birmingham

Country

United Kingdom