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Contract

Look, Signage and Wayfinding

Birmingham Organising Committee for the 2022 Commonwealth Games Ltd
Please refer to Section II.2.4

F03: Contract award notice

Notice identifier: 2021/S 000-018678

Procurement identifier (OCID): ocds-h6vhtk-02d064

Published 3 August 2021, 6:14pm

Section I: Contracting authority

I.1) Name and addresses

Birmingham Organising Committee for the 2022 Commonwealth Games Ltd

One Brindley Place

Birmingham

B1 2JB

Contact

Charlotte Davidson

Email

Charlotte.Davidson@birmingham2022.com

Telephone

+44 7951735849

Country

United Kingdom

NUTS code

UKG - West Midlands (England)

Internet address(es)

Main address

<https://www.birmingham2022.com>

Buyer's address

<https://commonwealthgames.finditinbirmingham.com/>

I.1) Name and addresses

Please refer to Section II.2.4

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Please ref

Email

charlotte.davidson@birmingham2022.com

Country

United Kingdom

NUTS code

UKG - West Midlands (England)

Internet address(es)

Main address

<https://www.birmingham2022.com>

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Look, Signage and Wayfinding

Reference number

PRO.VDO.0006

II.1.2) Main CPV code

- 79930000 - Specialty design services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of comprehensive overall planning, project management, design, production and delivery of the Look of the Games (LOK) and Wayfinding/Signage (SIG) programmes for the Birmingham Organising Committee for the 2022 Commonwealth Games Ltd ("the OC") in relation to the Birmingham 2022 Commonwealth Games ("the Games") with supplier resources embedded within the OC as required. Further information is provided in II.2.4 and in the procurement documents.

The opportunity will also include provision for third party Non-Commercial Organisations (NCOs) to purchase Look and Wayfinding assets and services from the supplier. Further information is provided in section V1.3 and in the procurement documents.

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: £9,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 34928470 - Signage
- 34928472 - Sign posts
- 34992000 - Signs and illuminated signs
- 44423400 - Signs and related items
- 79415200 - Design consultancy services
- 79421200 - Project-design services other than for construction work
- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

WEST MIDLANDS (ENGLAND)

II.2.4) Description of the procurement

71 Commonwealth nations and territories are expected to participate in the XXII Commonwealth Games, which is one of the world's largest multi-sport events, bringing together over 4,000 of the world's elite athletes every 4 years, in an 11-day festival of sport and culture. The Birmingham 2022 Commonwealth Games will be held in venues across Birmingham and the West Midlands from 28 July until 8 August 2022. London's Olympic velodrome will also be utilised.

The principle role of the Look, Wayfinding and Signage supplier will be to provide comprehensive overall planning, project management, design, production and delivery of

the Look of the Games (LOK) and Wayfinding/Signage (SIG) programmes for the Birmingham Organising Committee for the 2022 Commonwealth Games Ltd ("the OC") in relation to the Birmingham 2022 Commonwealth Games ("the Games") with supplier resources embedded within the OC as required. The supplier will be responsible for:

- Overall planning of Look, Wayfinding and Signage scope and programme
- Providing embedded resources for design, planning, project management and delivery, including design, kits of parts, application and location plans, budgets and scope management
- Managing the OC Functional Area resource scoping towards establishing the Look, Wayfinding and Signage scope at each venue for the Games, in line with the approved budget and programme constraints, and gain OC sign-off for delivery
- Providing and managing the delivery of the Goods and Services through the provision of a database management software tool
- Procurement and fabrication/manufacturing
- Design, engineering and regulatory compliance
- Logistics, supply, delivery, storage, installation, assembly, testing, commissioning
- Games operations, maintenance, repair/replacement and support
- Decommissioning; removal, remediation and recycling

The opportunity will also include provision for third party customers who are Non-Commercial Organisations (NCOs) to purchase Look and Wayfinding assets and services through the successfully appointed supplier contract. Each third party purchaser NCO will be required to enter into a contract with the successful supplier on substantially the same terms as the contract between the successful supplier and the OC. Further information on the OC's requirements can be found in the additional notes section VI.3 and in the procurement documents available at www.deltaesourcing.com

As stated in section, II.1.5 it is estimated that the contract value range for the Birmingham 2022 games is 7 500 000 GBP to 9 500 000 GBP. This value includes the Look, Wayfinding & Signage scope as outlined within this notice for Birmingham 2022, which is estimated at 4 000 000 GBP to 5 000 000 GBP, and access to the resulting contract for other contracting authorities as described in the following paragraph, which is estimated at 3 500 000 GBP to 4 500 000 GBP.

The contract will be available to public sector bodies throughout the UK and their

associated bodies and agencies, local authorities, organisations in the voluntary sector in the UK, charities in the UK, educational establishments in the UK and/or other private organisations in the UK acting as managing agents or procuring on behalf of the public sector delivering services of a public nature. The objective of the Non-Commercial Organisations' (NCOs) access to this contract is to facilitate NCOs purchasing Birmingham 2022 Look and Wayfinding assets and associated supplier services such as scoping, installation and removal, that fall outside the scope of the OC's responsibility.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 45

Quality criterion - Name: Social Value / Weighting: 10

Cost criterion - Name: Financial / Weighting: 45

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Competitive dialogue

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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 125-307322](#)

Section V. Award of contract

Contract No

PRO.VDO.0006

Title

Look, Wayfinding & Signage

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 April 2021

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

CSM Sport & Entertainment LLP trading as CSM Live

62 Buckingham Gate

London

SW1P 9ZP

Telephone

+44 2083024921

Country

United Kingdom

NUTS code

- UKI - London

National registration number

OC368517

Internet address

<https://csmlive.com/>

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: £9,000,000

Total value of the contract/lot: £9,000,000

Section VI. Complementary information

VI.3) Additional information

There will be the opportunity through this procurement for tenderers to participate in discussions with CGF Partnerships Limited ("CGFP"), which is a joint venture established between the Commonwealth Games Federation and SPORTFIVE UK Limited, in relation to a potential opportunity for the successful supplier to provide equivalent goods and services at subsequent editions of the Commonwealth Games in 2026 and 2030. The host cities for 2026 and 2030 editions are not as yet identified. The opportunity would be set out in a multi-games option agreement (Option Agreement) to be entered into between CGFP and the successful tenderer under which CGFP may in its sole discretion require the successful tenderer to provide the equivalent goods and services in relation to the 2026 and/or 2030 Games.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=606501456>

GO Reference: GO-202183-PRO-18676268

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

London

WC1A 2LL

Telephone

+44 2079476000

Country

United Kingdom