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Contract

An Advertising and Communications Partnership with insidethegames.biz

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2022/S 000-019512

Procurement identifier (OCID): ocds-h6vhtk-0321db

Published 18 July 2022, 10:34am

Section I: Contracting authority/entity

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B193SD

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

www.wmgrowth.com

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

An Advertising and Communications Partnership with insidethegames.biz

Reference number

2021-WMGC-0119

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

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 at the time of conclusion of the contract:

Our BAT programme headline KPI is to attract 8 Major Sporting Events by 2027 and one of the headline priorities outlined in our Major Sporting Event Strategy 2021 -2027 is to;

Strengthen the WM identity as a Major Sporting Event host region of choice in the UK and Internationally by developing a compelling offer for event organisers and rights holders, sports fans and visitors. With international Covid travel restrictions still in place for the foreseeable future, we need to find an effective way of 'getting our message out there' and building awareness and attracting interest amongst the global sporting events sector. insidethegames.biz is the pre-eminent publication in the Major Sporting Events sector, followed and read globally by influential decisionmakers and opinion-formers including;

- IOC members and its Executive Board
- International Sports Federations and their National Federations
- National Olympic Committees
- Sport Industry professionals
- Bid Cities and their consultants
- Sports journalists, sports media and sponsors
- Students and sports fans
- Heads of State, Governments and Royalty

For four years (2016, 2017, 2018 and 2019) insidethegames.biz was named the most-followed media organisation in the world in the Burnson, Cohn and Wolfe (BCW) global media agency. It was also ranked 1st on the BCW Sport Media Sources 'Most Followed' by International Sports Federations on Twitter.

insidethegames.biz has a following of over 47,000 subscribers who receive daily email alerts and a Weekly Editors' Choice which is a round-up of the most important news stories

of the week in the world of sport. It is a niche publication targeted directly at the audience we need to reach and influence in order to promote Birmingham and the West Midlands as a host region of Major Sporting Events. We are working with our media and communications partners DRP to develop marketing assets and promotional resources which will outline our 'compelling offer' in the West Midlands including world class venues, cultural and tourism attractions and the hospitality sector. This partnership with insidethegames.biz will compliment this work by providing the ideal media channel and platform to extensively market and promote our offer directly to the decision makers and influencers in this key period leading up to, during and post Birmingham Commonwealth Games 2022. Insidethegames.biz has a large global reach with

- Monthly page impressions: 14,814,363
- Monthly visits: 2,991,062
- Monthly unique visitors: 1,701,036
- Daily page views per visitor: 9.92 pages Page 5 to 8

The nature of this partnership with insidethegames.biz will also provide us with an opportunity to 'tell our story' through an accompanying series of editorial pieces, which we will plan content for and where we can, for example, publish interviews with key individuals from within the Growth Company and amongst our regional venues and key stakeholders. A 12 month contract with insidethegames.biz will deliver;

- A dedicated and branded sub section for West Midlands Growth Company on the Birmingham 2022 Sponsored Section to include information relating to sporting venues, partner initiatives, host locations, city wide offers et al
- Monthly editorial support on insidethegames.biz. with 2 guaranteed news stories a month directed by WMGC
- A 'Big Read' feature article per quarter with topic agreed with insidethegames.biz Editor and to include an interview with Senior Management at WMGC (with option to sponsor and carry WMGC brand)
- Bi-monthly or quarterly blogs featured on insidetheblogs submitted by WMGC
- WMGC to have a dedicated section on the Daily EAlert in 2022, 2 times before the Commonwealth Games

With ongoing Covid related international travel restrictions still in place for the foreseeable future, and face to face meetings and familiarisation visits curtailed, this digital and media platform provides an ideal vehicle to build awareness, stimulate interest and invite approaches from Major Sporting Event rights holders, International Federations and Governing Bodies of Sport in the lead up to, during and post B2022 Commonwealth Games. It will make a significant contribution to our target of attracting 8 Major Sporting

Events by 2027.

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

Start date

19 July 2022

End date

1 December 2023

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2022/S 000-006977](#)

Section V. Award of contract/concession

Contract No

2021-WMGC-0119

Title

An Advertising and Communications Partnership with insidethegames.biz

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

12 July 2022

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Dunsar Media Company Ltd

Suite 9/15, 4th Floor Acorn House, Midsummer Boulevard

Milton Keynes

MK9 3HP

Country

United Kingdom

NUTS code

- UKJ13 - Buckinghamshire CC

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £26,000

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

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79340000 - Advertising and marketing services

VII.1.3) Place of performance

NUTS code

- UKG3 - West Midlands

VII.1.4) Description of the procurement:

West Midlands Growth Company wish to make certain variations to the Agreement as set in this Contract Variation in order for Dunsar Media Company Ltd to provide the Front Cover Gatefold advertisement in the July 2022 edition of The insidethegames.biz Magazine:

1. This advertisement will be:

- Front Cover Gatefold
- 4 x A4 Full-pages (incl IFC)
- Full-colour
- Read by the decision-makers of world sport.

2. The IO/Contract includes the Design Fee for Ad creation

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

19 July 2022

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£33,500

VII.1.7) Name and address of the contractor/concessionaire

) Dunsar Media Company Ltd

Suite 9-15, 4th Floor, Acorn House, 381 Midsummer Boulevard,

Milton Keynes

MK9 3HP

Country

United Kingdom

NUTS code

- UKJ12 - Milton Keynes

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The initial contract was signed by the Director of Programmes on 11th January 2022 and it gave permission to enter into Contract agreement with Dunsar Media Company Ltd for services valued at £26,000 over the life of the contract. WMGC Ltd has requested Dunsar Media Company Ltd to provide further services which were scoped in the initial procurement documents, which are now required. The additional services have now become necessary to complete the delivery of required elements to the contract which now varies the original agreement.

The Parties wish to make certain variations to the Agreement as set in this Contract Variation in order for Dunsar Media Company Ltd to provide the Front Cover Gatefold advertisement in the July 2022 Edition of The insidethegames.biz Magazine

1. This advertisement will be:

- Front Cover Gatefold
- 4 x A4 Full-pages (incl IFC)

- Full-colour
- Read by the decision-makers of world sport.

2. The IO/Contract includes the Design Fee for Ad creation.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

The initial contract was signed by the Director of Programmes on 11th January 2022 and it gave permission to enter into Contract agreement with Dunsar Media Company Ltd for services valued at £26,000 over the life of the contract. WMGC Ltd has requested Dunsar Media Company Ltd to provide further services which were scoped in the initial procurement documents, which are now required. The additional services have now become necessary to complete the delivery of required elements to the contract which now varies the original agreement.

The variation is line with principles set PCR Regulation 72 modification of contract during their term of the contract. The modification does not render the contract materially different in

character from the contract awarded. The modification through this variation is not extending the scope of the initial contract agreement considerably. The variation to this contract is not changing the economic balance of the contract in favour of the contractor in a manner which was not provided for in the initial contract.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £26,000

Total contract value after the modifications

Value excluding VAT: £33,500