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Contract

Pavilion Partnership for UKREiif 2024

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2023/S 000-020571

Procurement identifier (OCID): ocds-h6vhtk-03e2c7

Published 18 July 2023, 8:59am

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Telephone

+44 7483079297

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

01631329

Internet address(es)

Main address

www.wmgrowth.com

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

Pavilion Partnership for UKREiif 2024

Reference number

2023-WMGC-0075

II.1.2) Main CPV code

- 79952000 - Event services

II.1.3) Type of contract

Services

II.1.4) Short description

UKREiif will take place between 21st - 23rd May 2024. West Midlands Growth Company (WMGC) will take a large pavilion space (200 sqm space) at UKREiif to exhibit as the West Midlands with involvement from all 7 Local Authorities, WMCA, and a significant commercial partnership

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: £80,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

II.2.4) Description of the procurement

UKREiif will take place between 21st - 23rd May 2024. West Midlands Growth Company

(WMGC) will take a large pavilion space at UKREiiF to exhibit as the West Midlands with involvement from all 7 Local Authorities, West Midlands Combined Authority (WMCA) and a significant commercial partnership.

The objective of this endeavor will be to amplify the West Midlands real estate narrative, and promote schemes and initiatives to investors, funders, developers, housebuilders and more. The pavilion partnership includes:

- 200 sqm of space on Tiltyard for Client to erect pavilion in, external space at the front of the pavilion can also be utilised by client.
- Naming rights for the Pavilion
- Use of the Pavilion for all three event days - run sessions, workshops, have an exhibition area or activities within the Pavilion
- Access to UKREiiF speaker longlist to help you bring speakers onboard to your Pavilion
- Pavilion activity will be included within the official event programme to drive traffic
- Ability to run a fringe event to be included on the main event programme
- Full page advert in the conference programme
- Sixteen delegate passes for the event days of the forum
- Additional four free delegate passes for event days of the forum for young people in your company under the age of 25
- Your logo will be displayed on the event page of the website
- Access to photographs and video of the event

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

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 UKREiiF 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.

The negotiated procedure without prior publication may be used for public works contracts, public supply contracts and public service contracts in any of the following cases:

- (b)where the works, supplies or services can be supplied only by a particular economic operator for any of the following reasons:
- In the case of this procurement competition is absent and only one supplier can provide the service required as this is a unique event, with no alternative options that would offer the same opportunities to meet, network and present to the right audience
- The only option to engage with UKREiiF is to enter a contract to exhibit, directly with the organisers, Built Environment Networking.
- This is not a competition based on price, but on best fit to showcase the brand values, the region's culture, the space in the room and the audience / event.

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

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

Contract No

2023-WMGC-00075

Title

Pavilion Partnership for UKREiiF 2024

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 July 2023

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

Built Environment Networking

LS17 8FH

Country

United Kingdom

NUTS code

- UKE42 - Leeds

Companies House

07110641

The contractor is an SME

Yes

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

Total value of the contract/lot: £80,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company

The Colmore Building, 20 Colmore Circus Queensway

Birmingham

B4 6A

Country

United Kingdom