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Contract

Evaluation of the additionality of the Commonwealth Games Business and Tourism Programme

WEST MIDLANDS GROWTH COMPANY LIMITED
The Secretary of State for the Department for International Trade

F03: Contract award notice

Notice identifier: 2021/S 000-025592

Procurement identifier (OCID): ocds-h6vhtk-02af25

Published 13 October 2021, 2:59pm

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House,2 Centenary Square

BIRMINGHAM

B12ND

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

<https://www.wmgrowth.com>

Buyer's address

www.wmgrowth.com

I.1) Name and addresses

The Secretary of State for the Department for International Trade

Old Admiralty Building (AOB)

London

SW1A 2BL

Contact

Will Medici

Email

will.medici@trade.gov.uk

Telephone

+44 7741186925

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-international-trade>

Buyer's address

<https://www.gov.uk/government/organisations/department-for-international-trade>

I.2) Information about joint procurement

The contract involves joint procurement

The contract is awarded by a central purchasing body

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

Evaluation of the additionality of the Commonwealth Games Business and Tourism Programme

Reference number

2021-WMGC-0008

II.1.2) Main CPV code

- 79419000 - Evaluation consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The Business and Tourism Programme (BATP) seeks to maximise the benefits of the 2022 Birmingham Commonwealth Games to the UK and the region as a business, investment and tourist destination. A critical element of the evaluation of the BATP is an assessment of the additionality of the programme i.e. the in-flows of investment and tourism to the UK and the West Midlands which are directly attributable to the programme, as distinct from those which would have happened anyway. The BATP programme is jointly procuring Evaluation Services through a collaborative approach through WMGC Ltd and Department for International Trade together as Contracting Authorities. The Procurement comprises evaluation of the additionality of the BATP Programme based on the elements comprising:

- (i) Evaluation of marketing campaigns (perceptions research) WMGC Delivered Element.
- (ii) Evaluation of Leisure Tourism activity and (visitor surveys) WMGC delivered
- (iii) Evaluation of UK House (research with UK House delegates) DIT Delivered

These projects will provide essential data and intelligence to demonstrate that the activities being funded by the programme are having the anticipated impact and are helping to realise the benefits that we forecast would be achieved.

The Survey work will seek evaluation of the impact of key activities within the leisure

tourism workstream.

As well as associated marketing campaigns the B ATP leisure tourism workstream includes:

(i) The establishment of a digital platform to welcome visitors to the West Midlands, including mobile showcases and the facility to book accommodation, visits to attractions and itineraries. The most popular and well used aspects of the area's visitor offer, visitor satisfaction and visitor expenditure. To undertake surveys of visitors to different locations in the West Midlands to include key visitor attractions, conference and exhibition facilities, major hotels, shopping centres, transport hubs, visitor information centres and Commonwealth Games venues. If Covid-19 restrictions are still in place when surveys are required it may be necessary to adopt on-line, rather than face to face approaches.

A series of surveys are required in order to:

(i) Provide baseline intelligence on visitor motivations, profile and behaviour before the B ATP begins to have an impact.

(ii) Track changes as B ATP activity gathers pace.

(iii) Evaluate the position at a later date when marketing and promotional activity and improvements to the region's visitor welcome have begun to have a more lasting impact - we

welcome tenderers' ideas and recommendations on timings for this.

A random sample of at least 1,000 interviews in Birmingham and at least 2,000 in the wider WMCA area need to be completed in each wave of research. Local residents should be excluded from the survey. The interviews should be undertaken using fully trained market research interviewers and be conducted under the Market Research Code of Conduct

(ii) A programme of support for the region's tourism businesses to help them recover from the impact of the Covid-19 lockdowns and develop the capacity and capability to offer an excellent welcome to visitors to the West Midlands.

Research is required which identifies the following:

a) Visitors' motivations to visit, their degree of exposure to B ATP marketing and promotional activity and the sources of information they have used to research and plan their trip.

b) Any changes to the profile and demographics of visitors to the region over the course of

the BATP.

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: £344,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

The main place of performance will be the West Midlands as the crow flies from postcode B1

II.2.4) Description of the procurement

The contracting authorities are seeking to appoint a single contractor or supplier who can supply the full suite of services either as prime contractor or subcontract elements which cannot be met from own resources.

The full services in scope are:

- (i) evaluation of marketing campaigns (perceptions research)
- (ii) evaluation of leisure tourism activity and (visitor surveys)
- (iii) evaluation of UK House (research with UK House delegates)

A range of marketing campaigns are planned via the BATP, targeting a range of priority audiences, source markets and sectors. A key objective of the programme is to achieve the

shifts in perceptions of the UK and the West Midlands as a business, investment and visitor destination required to drive in-flows of investment and tourism.

We require research, therefore which tracks, over the course of the BATH, changes in:

1) Levels of awareness of the UK and West Midlands offer

2) Positive or negative sentiment and what audiences associate the UK and the region with, For example in previous research the West Midlands has commonly been associated with its automotive and wider engineering sector, its central location and its universities.

Whether they would consider (i) recommending the UK and the West Midlands to clients and/or (ii) visiting the UK and the West Midlands. The research will need to:

(i) Provide baseline intelligence on the position before the marketing campaigns begin to have an impact.

(ii) Indicate the position after the marketing activity has taken place.

(iii) Provide further evaluation of the position further down the line, when the activity has begun to impact more fully on sentiment and consideration. We welcome tenderers' ideas

and recommendations on timings for this research will also inform the evaluation of the wider Commonwealth Games legacy programme - helping us understand the extent to which the

Games themselves and their wider legacy programmes shift perceptions of the UK and the West Midlands

Again, the UK House is part of the Commonwealth Games and will be situated in the Centre of Birmingham, be GREAT/CWC branded and will showcase and celebrate Britain as a leading, innovative nation with a dynamic, investor-friendly UK Industrial Strategy. It will also focus on specialist areas of regional excellence, highlight opportunities for investment in

Birmingham and the Midlands Engine and focus on investment on R&D and wider regional skills that the UK offers today. In addition, smaller satellite events will be held across the City and region to increase impact and engagement.

Through the use of world-renowned speakers, high-quality content, rich innovation and masterclasses we will focus on real business stories of investment success and UK expertise

and creativity; we will celebrate incredible growth stories from small start-ups to multinationals; inspire and motivate the guests to invest or grow their business by joining a new dynamic UK business landscape with strong financial and economic drivers.

There will be innovative formats to excite visitors from across the Commonwealth, focusing on plenary sessions, a set piece Global Investment Conference, hosted networking, opportunities for dialogue in group and bi-lateral formats and the opportunity to interact with showcases of contrasting innovations. Although the content will be business focused, cultural, food and sporting partnerships will be celebrated at key moments during the 9-day

event.

We estimate capacity for plenary events up to 500, with the ability to host up to 2,000 visitors on a daily basis.

Example data collected for the UK House activity will include:

- Output data such as:

- a) visitor volumes

- b) Nationality

- c) Sector

- d) Outtake data such as UK House attendee customer experience.

- e) Responses to increased propensity/ intention to export, invest, do business within the UK (versus those who do not interact with the UK House programme).

- f) Outcome data such as:

- 1) Number of new investment leads into the investment pipeline

- 2) Number of business service interactions

- 3) Number of investment inquiries relating to FDI in the UK (by sector / country)

- 4) Volume (#) and value (£) of new exports (by sector)

- 5) Volume (#) and value (£) of new procurements from foreign businesses (by sector).

- 6) Volume (#) and value (£) of FDI contracts (by sector & country) - actual

II.2.5) Award criteria

Quality criterion - Name: Case Studies / Weighting: 10%

Quality criterion - Name: Approach & Methodology / Weighting: 20%

Quality criterion - Name: Market Knowledge & Expertise / Weighting: 15%

Quality criterion - Name: Programme / Weighting: 5%

Quality criterion - Name: Engagement / Weighting: 5%

Quality criterion - Name: Social Value / Weighting: 10%

Quality criterion - Name: Sustainability & Environment Management Practices / Weighting: 5%

Price - Weighting: 30%

II.2.11) Information about options

Options: No

II.2.14) Additional information

The tender is jointly Procured by WMGC Limited and Department for International Trade, therefore successful Contractor for the relevant component awarded must expect to be jointly managed by the two Contracting Authorities who are jointly procuring this requirement.

Any services related to this procurement which are not foreseeable yet, but will become necessary in future will be varied inline with PCR (2015) regulation 72 modification of contracts during their term as long as the change is not a material or substantial change in line with definition for material or substantial change according to Reg.72.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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: [2021/S 000-010164](#)

Section V. Award of contract

Contract No

2021-WMGC-0008

Title

Evaluation of the additionality of the Commonwealth Games Business and Tourism Programme

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 August 2021

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Echo Research Limited

PM House, Riverway Estate, Old Portsmouth Road

Guildford Surrey

GU3 1LZ

Country

United Kingdom

NUTS code

- UKJ25 - West Surrey

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £345,000

Total value of the contract/lot: £344,000

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 51 %

Short description of the part of the contract to be subcontracted

1) Centre for Business in Society (CBiS), Coventry University will conduct evaluation peer review (Component 1,2,3) and an economic evaluation (Component 3) - 10% of work

2) Researchers at Crown Ltd (trading as Teamsearch) (SME status) will conduct all faceto- face fieldwork (Component 2 and Component 3) - 29% of work

3) C&J Fieldwork Partnership (SME status) will conduct executive interviews (Component 1 and Component 3) - 12% of work

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

B1 2ND

Email

ronny.tigere@wmgc.com

Telephone

+44 1212025115

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The two Contracting Authorities WMGC Ltd and DIT incorporated a minimum of 10 calendar day standstill period at the point information on the award of the contract was communicated to tenderers. This period allowed unsuccessful tenderers to seek further debriefing from the contracting Authorities before the contract award was entered into.