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Award

Staffed Pop-up Visitor Information Points for the Business and Tourism Programme

WEST MIDLANDS GROWTH COMPANY LIMITED

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-030497

Procurement identifier (OCID): ocids-h6vhtk-02fe98

Published 8 December 2021, 11:37am

Section I: Contracting authority/entity

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.wmgrowth.com

Buyer's address

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

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

Staffed Pop-up Visitor Information Points for the Business and Tourism Programme

Reference number

2021-WMGC-0023

II.1.2) Main CPV code

- 63513000 - Tourist information services

II.1.3) Type of contract

Services

II.1.4) Short description

The Leisure Tourism programme aims to drive long-term economic benefits by boosting the West Midlands' and UK's global reputation as a world-class destination for national and

international visitors. These economic benefits will be achieved by enhancing perceptions of the UK and West Midlands and strengthening the UK's relationship with other nations to

ensure that visitor's experience the best possible welcome and assistance with wayfinding, booking tickets and enjoying their time in the region. We propose that Staffed Pop-Up Visitor

Information Points be established at key sites and gateway locations for the duration of the Commonwealth Games Cultural Programme, from March to September 2022, including the

period of the games in July and August 2022. National and international visitors expect official visitor information in-destination, owing to significant cuts to local authority budgets.

There are few permanent Tourist Information Centres (TICs) remaining in the region. As we welcome visitors to the region's destinations, it is critical that our towns and cities can promote their assets, welcome, provide recommendations, and make sales. This also

supports destinations and their residents' sense of involvement with the Commonwealth Games. This work package compliments our training of frontline staff but provides the official capacity to greet visitors where they need to find out information. In consultation with the host destination, we will schedule these pop-up and mobile information points at transport hubs, in empty shops on the high streets, at live events, or in a civic space.

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: £350,125

II.2) Description

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from the Colmore Building B1 Post Code

II.2.4) Description of the procurement

The Business and Tourism Programme, Tourism team is structured to manage contracts for delivery and provide key stakeholder liaison therefore, following assessment of the needs of this work package, we confirm that contracting the staffing and the Pop-Up visitor information service offers the best value and guaranteed standards of service needed for a finite timescale across Cultural Programme and games time, across a wide geography.

II.2.5) Award criteria

Quality criterion - Name: Case Studies / Weighting: 20

Quality criterion - Name: Approach to Project Management and Delivery / Weighting: 20

Quality criterion - Name: Stakeholder Engagement / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.14) Additional information

This contract is being awarded in line with Regulation 32 Negotiated Procedure without Prior Publication after initial Procurement Published with a Contract Notice 2021/S 000-015087 which did not yield any interest from the market. Further approval was obtained from BATP Commercial Working Group on 19/11/2021 to commence negotiated procedure Reg.32 without prior publication in trying put a contract in place. Any amendment to the headroom or variation to the contract being awarded shall be inline with principles in Reg.72 conditions (1) a, b, c, d, e, f and all relevant applicable parts in the regulation as long as the modification is not a material change or substantial so as to alter the value or change the scope of the contract awarded by making it to be materially different. The total cumulative changes shall not exceed 50% of the value of the contract awarded within the meaning of Reg.72.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- No tenders or no suitable tenders/requests to participate in response to open procedure

Explanation:

This contract has been out through an open tender procedure:

Open tender initial round yielded zero bids, feedback was that this was due to the short contract period and suppliers could not deliver value for money based on budget available in the current economic conditions for visitor engagement. Research into the market has identified the following:

1. Covid-related staff absence resulted in lack of capacity to respond
2. Tender documentation was perceived to be complex and therefore would take up significant time, compounding the issue of capacity loss
3. Reduced capacity across the supplier market due to increasing demands from existing clients following approval for live events to recommence post C-19

Owing to serious time constraints we received approval on the 10/09/2021 by WMGC Leadership team to progress to a negotiated procedure approach (without prior publication) with a supplier with market experience. The Welcome People who have delivered to a high standard in the past have delivered a contract of a similar nature for the Colmore District BID within the region, and a number of other destinations across the country including central London.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

Contract No

2021-WMGC-0023

Title

Staffed Pop-Up Visitor Information Points for the BATP

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

19 November 2021

V.2.2) Information about tenders

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

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

The Welcome People Limited

83 Victoria Street

London

SW1H 0HW

Country

United Kingdom

NUTS code

- UKI - London

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £350,125

Total value of the contract/lot/concession: £348,808.10

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

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Birmingham

B19 3SD

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Telephone

+44 1212025115

Country

United Kingdom