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Contract

## **In Market Representation**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2022/S 000-031248

Procurement identifier (OCID): ocds-h6vhtk-02ae0c

Published 4 November 2022, 2:07pm

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

WEST MIDLANDS GROWTH COMPANY LIMITED

Birmingham

#### **Contact**

Charlene Joseph

#### **Email**

[charlene.joseph@wmgrowth.com](mailto:charlene.joseph@wmgrowth.com)

#### **Telephone**

+44 7483079297

#### **Country**

United Kingdom

#### **Region code**

UKG31 - Birmingham

## **Companies House**

Commercial Working Group

## **Internet address(es)**

Main address

[www.wmgrowth.com](http://www.wmgrowth.com)

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

In Market Representation

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

### **II.2) Description**

#### **II.2.1) Title**

In Market Representation Uplift

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

Main site or place of performance

West Midlands region as the crow flies from B1 Post Code

**II.2.4) Description of the procurement at the time of conclusion of the contract:**

LOT 1 Australia

- Build a pipeline of minimum 60 prospects and 30 projects (active inward investment opportunities)
- Support 10 inward investment visits to the West Midlands region
- Create 5 completed projects (successes) with 75 jobs

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

Start date

5 November 2022

End date

31 March 2023

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**Section IV. Procedure**

**IV.2) Administrative information**

**IV.2.1) Contract award notice concerning this contract**

Notice number: [2021/S 000-025216](#)

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**Section V. Award of contract/concession**

**Contract No**

2021-WMGC-0003

**Lot No**

1

## **Title**

In Market Representation

### **V.2) Award of contract/concession**

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

13 August 2021

#### **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**

Foley & Associates Pty Ltd

Suite 48, Level 9, 88 Pitt Street

Sydney, NSW 2000

Country

Australia

NUTS code

- AU - Australia

Justification for not providing organisation identifier

Not on any register

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: £92,250

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Commercial Working Group

Birmingham

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79342000 - Marketing services

#### **VII.1.3) Place of performance**

NUTS code

- AU - Australia

#### **VII.1.4) Description of the procurement:**

- Take on the role of West Midlands Growth Company's strategic business development and front end sales partner in inward investment lead generation, presenting itself to key stakeholders and prospective investors as a direct extension of the Growth Company's business development team

- Cultivate and manage relationships with key stakeholders on behalf of the West Midlands Growth Company (to include notably Department for International Trade posts, national and state

trade and investment bodies in host countries, Relevant sector bodies and trade associations and senior operational personnel from relevant partner city authorities).

- Provide regular cultural & market insights and actionable intelligence to steer West Midlands Growth Company strategy and delivery plans.

- Where required, support with the delivery of a number of in-market promotional events, including event organisation, audience generation and audience follow-up.

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

Start date

5 November 2022

End date

31 March 2023

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

Total value of the contract/lot/concession:

£92,250

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

Foley & Associates Pty Ltd

Australia

Country

Australia

NUTS code

- AU - Australia

Foley & Associates Pty Ltd

Suite 48, Level 9, 88 Pitt Street, Sydney, NSW 2000 Australia

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):

1. An increased target number of 'landed' investment project wins from 5 to 6.
2. An increase in the target active number of projects to 40.
3. An increase in the target number of qualified prospects to 90.
4. To arrange 20 face-to-face meetings with well qualified prospective businesses/investors who have FDI interest during the in-market mission.
5. To arrange and deliver 3 partnership events with relevant trade associations & industry bodies with a total combined audience of no fewer than 60 well qualified attendees who have current or future aspirations of growth/expansion into the UK.

6. A doubling of human resource allocated to the contract from October 1st through until the end of March 2023.

7. Additional performance related pay will only be awarded from the second landed project and for jobs beyond the first 20 jobs linked to successfully landed projects.

### **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:

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

(b)for additional works, services or supplies by the original contractor that have become necessary and were not included in the initial procurement, where a change of contractor-

(ii)would cause significant inconvenience or substantial duplication of costs for the contracting authority.

The increase in price does not exceed 50% of the value of the original 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: £92,250

Total contract value after the modifications

Value excluding VAT: £122,138.88