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Award

MIPIM 2023 Event Production & Stand Building Services

WEST MIDLANDS GROWTH COMPANY LIMITED

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-032614

Procurement identifier (OCID): ocids-h6vhtk-038608

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Section I: Contracting authority/entity

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

Contact

Paul Jones

Email

paul.jones@wmgrowth.com

Telephone

+44 7375084398

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

01631329

Internet address(es)

Main 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

MIPIM 2023 Event Production & Stand Building Services

Reference number

2022-WMGC-MIPIM2023

II.1.2) Main CPV code

- 79956000 - Fair and exhibition organisation services

II.1.3) Type of contract

Services

II.1.4) Short description

The primary objective of attending MIPIM 2023 is to build on global awareness and business development activity undertaken in previous years and to build on the activity undertaken through the business and tourism programme (BATP), which has run in parallel with the Commonwealth Games to bring jobs, investment and visitors to the region.

The aim of activity undertaken at MIPIM 2023 will:

Secure inward investment to the West Midlands

Build awareness of the West Midlands proposition and projects being a key catalyst for investor engagement and conversion

Capitalise on the enhanced profile and perception change work enabled through the BATP.

The West Midlands Growth Company will use MIPIM 2023 to:

Raise the profile of the West Midlands region and the associated local authorities and combined authority with international investors, end users and suppliers

Increase media coverage for the region and its constituent destinations

Demonstrate the region's credentials as a place to do business

Highlight the region's ability to attract and support investors

Generate potential investment prospects

Develop relationships into projects that will create private sector jobs

Showcase specific development projects and create the platform for their promotion by our West Midlands Commercial Partners and our public sector shareholders.

The project is seeking to appoint an organisation who can provide event production support, stand building, and AV prior to, during and post the West Midlands' attendance at MIPIM 2023. The successful supplier will need to manage all elements and provide co-ordination between them, as well as securing accommodation and managing additional events.

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: £245,125.73

II.2) Description

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- FRL03 - Alpes-Maritimes

II.2.4) Description of the procurement

Outputs:

Project Management:

To advise on, manufacture and construct the physical space within the West Midlands Pavilion, working in conjunction with WMGC team and the appointed Creative Agency

Reporting directly to REED Midem whilst on site

2. Design, Construction & Materials:

Working in collaboration with WMGC team and appointed Creative Agency to generate a finished design that includes layout, interior/exterior walls, style and treatment of the pavilion interior

To inject personality into the design/build of the pavilion, that engages with existing and potential investors, along with the media

Produce a high finish, internal fit-out, working to strict brand guidelines

Installation of AV as required

To ensure build is completed within identified timescales and signed-off by REED Midem

Internal and external decoration of the pavilion and include all fixtures and fittings,

including but not limited to power, lighting, flooring, Wi-Fi, refrigeration and plumbing.

3. Health & Safety:

To produce/collate all safety documentation as required by REED Midem in relation to the project

To ensure all French legal requirements are identified and met in relation to the project build

Ensure all fire safety targets set by REED Midem are met

Management of all Health & Safety elements whilst on-site

4. Audio Visual:

To supply and build into the design all technical elements to include:

Mega auditorium electronic screen (2m x 4m minimum)

Large individual screens minimum of 4 (75 inch minimum)

PA system with 8 speakers to address background noise overspill into auditorium area

7 x lapel mics

8 x handheld wireless mics

Facility to play PowerPoint presentations

Vision mixer (video)

2 x high spec laptops (capable of video editing/post production on the fly)

PC Bal Box (audio)

Lectern with gooseneck mic

All necessary cabling

Minimum 2 x technicians (to manage all sound / lighting / presentation elements)

5. Snagging:

Ability to resolve any issues that might arise on site; either pre-event or during relating to the build and finish of the pavilion

6. Transport, Workshop Facilities & Logistics:

Transport of items required for the pavilion build to Palais des Festivals, Cannes, France

Sourcing and paying for all passes and parking permits as required

Ensuring that all materials as agreed previously with WMGC is transported to the venue and erected in time

Likewise; to dismantle displays and organise return of materials after the event

Disposal of materials after the event

Sourcing off-site storage/workshop in Cannes (if required)

To include all staffing, vehicle, fuel, shipping and storage costs as required

7. Breakdown, storage and stand disposal

The cost of dismantling of the stand at the Palais des Festivals, Cannes, France must be considered within the value of the tender

Disposal of all items on site must be undertaken within the guidelines and regulations of the Palais des Festival

Sourcing of off-site storage options for pavilion items to be retained after the event. We anticipate that we will require storage of these items in France

Costs for the following items are outside the scope of this contract:

Pavilion shell - this is provided by the event organiser REED Midem

Disposal/Storage of items - WMGC will advise separately on disposal or storage of retained items for future years

Specific areas of the pavilion design/build that require consideration are;

Noise Management:

Following 3rd Party consultation, acoustic ceiling baffles were purchased and erected in the pavilion at MIPIM 2019 to assist with sound dampening. Additional suggestions on

noise management will be required as part of your proposal. Any costs must be considered in the overall budget.

Meeting area/terrace:

Not all guests to the pavilion will have access to the meeting area and terrace. A small concierge desk is required along with signage detailing the meeting area and conditions of use.

In order to make use of the terrace in all weather conditions, we require adequate covering for the terrace.

Storage/Back stage access:

Storage options and access to storage and backstage areas are required.

II.2.11) Information about options

Options: Yes

Description of options

Contract value may vary due to movements in exchange rates, material costs, or to comply with any legal and or safety requirements.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- Extreme urgency brought about by events unforeseeable for the contracting authority

Explanation:

West Midlands Growth Company did not receive approval for the MIPIM project until October 2022 whereas work would normally begin for this project in May of the year preceding the event. The services required involved event management, stand design and building and event support, lotting was not seen as a viable option as this would have meant WMGC managing multiple stakeholders and lacked the resource to do this effectively. We required a supplier who was had capacity and capability to deliver this contract in an unusually short time frame with the event scheduled to take place mid-March 2023. We also required the supplier to essentially bankroll significant parts of the project (passes etc), a number of suppliers require up-front payment for this and stand building which WMGC are unable to accommodate due to the funding model. The time taken to run even an accelerated process would have severely impacted on the delivery of this project as it would likely have meant that work was unlikely to start in earnest until January (leaving around 10 weeks to the 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/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

17 November 2022

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

Sector Global

Clevedon

Country

United Kingdom

NUTS code

- UKK11 - Bristol, City of

Companies House

6263418

The contractor/concessionaire is an SME

No

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

Initial estimated total value of the contract/lot/concession: £245,125.73

Total value of the contract/lot/concession: £245,125.73

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company

Birmingham

Country

United Kingdom