This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/035067-2022">https://www.find-tender.service.gov.uk/Notice/035067-2022</a>

#### Contract

# **In-Market Representation (LOT 2)**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2022/S 000-035067

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

Published 12 December 2022, 1:12pm

# **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** 

#### **Email**

charlene.joseph@wmgrowth.com

#### Country

**United Kingdom** 

#### Region code

UKG31 - Birmingham

# **Companies House**

WEST MIDLANDS GROWTH COMPANY LIMITED

## Internet address(es)

Main address

www.wmgrowth.com

# **Section II: Object**

# II.1) Scope of the procurement

## **II.1.1) Title**

In-Market Representation (LOT 2)

Reference number

2021-WMGC-0003

## II.1.2) Main CPV code

• 79342000 - Marketing services

# II.1.3) Type of contract

Services

# II.2) Description

## II.2.1) Title

Canada & USA

Lot No

LOT 2

# II.2.3) Place of performance

**NUTS** codes

• UKG3 - West Midlands

Main site or place of performance

Within 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 2 Canada and USA

- 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

13 December 2022

End date

31 March 2023

# Section IV. Procedure

# IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: <u>2021/S 000-025216</u>

# Section V. Award of contract/concession

#### **Contract No**

2021-WMGC-0003

#### Lot No

Lot 2

#### Title

**In-Market Representation** 

# V.2) Award of contract/concession

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

12 December 2022

## 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

Research Consultants International

1980 Sherbrooke Street, West Montreal, Quebec

Canada

Country

Canada

NUTS code

• CA - Canada

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: £76,950

# **Section VI. Complementary information**

# VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Birmingham

Country

**United Kingdom** 

# 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

• UKG3 - West Midlands

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

The active delivery period of the contract will be extended from the 1st of February until the 31st of March 2023.

Contract is being enhanced to support to the delivery of an in-market mission to North America in February/March 2023 where we will require enhanced engagement with North American in-market intermediaries.

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

Start date

13 December 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:

£82,722.22

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

Research Consultants International

1980 Sherbrooke Street, West Montreal, Quebec
Canada
Country

NUTS code

Canada

• CA - Canada

Justification for not providing organisation identifier

Not on any register

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):

WMGC currently have a contract with Research Consultants International FDI Inc. (Research FDI) to provide us with in market representation within North America.

They work to provide us with FDI prospects, FDI projects, events, Audience acquisition for those events, and 1:1 meetings with qualified investors.

We have identified a need to uplift the baseline contract by expanding the scope of work.

The active delivery period of the contract will be extended from the 1st of February until the 31st of March 2023. The contract is being enhanced to support to the delivery of an inmarket mission to North America in February/March 2023 where we will require enhanced engagement with North American in-market intermediaries.

## VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Page 8 to 8

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

(72 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,

## VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptions and average inflation)

Value excluding VAT: £76,950

Total contract value after the modifications

Value excluding VAT: £82,722.22