

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

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

B4 6AT

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

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

Canada

NUTS code

- 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 in-market 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.

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 adaptations and average inflation)

Value excluding VAT: £76,950

Total contract value after the modifications

Value excluding VAT: £82,722.22