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Planning

## **Made Smarter West Midlands**

West Midlands Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-040894

Procurement identifier (OCID): ocds-h6vhtk-04c969

Published 19 December 2024, 9:27am

### **Section I: Contracting authority**

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

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

#### **Email**

[marie.bradbury@wmca.org.uk](mailto:marie.bradbury@wmca.org.uk)

#### **Telephone**

+44 3453036760

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.wmca.org.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Made Smarter West Midlands

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

- 79400000 - Business and management consultancy and related services

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

Services

#### **II.1.4) Short description**

WMCA is seeking a provider/ delivery partner with a demonstrable track record of providing Specialist Business Support Advice Services, preferably to Manufacturing SMEs that can deliver the MSWM Programme. Providers can be a single organisation or part of a consortium. If bidding as a consortium, a declaration must be made confirming all members of the consortium and their respective roles in delivery of the services and a lead organisation must be appointed to enter the contract with WMCA if successful. The delivery partner will act as the gateway to MSWM manufacturing support and provide the essential SME Account Management role. They will manage the engagement of the SMEs with all aspects of the MSWM Programme including, programme management, marketing, coordinating the Digital Technology Specialists (DTS) and the Industrial Digital Technology Advisors (IDTAs), the Leadership Training, Organisational Workforce Development, and the Internship Placement.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,688,957.72

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79400000 - Business and management consultancy and related services

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

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The Made Smarter West Midlands Programme (MSWM) is funded by the Department of Business and Trade (DBT) and Ministry of Communities and Local Government (MHCLG) as part of the Integrated Settlement (IS) under a Memorandum of Understanding (MOU) between the West Midlands Combined Authority (WMCA) as the accountable body and DBT and MHCLG. The WMCA is commissioning the delivery of Phase 3 of the Made Smarter West Midlands Programme across the ITL1 West Midlands (WM) region which includes the seven Local Authorities within the WMCA; Worcestershire and The Marches; Stoke-on-Trent and Staffordshire and Warwickshire.

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### **II.3) Estimated date of publication of contract notice**

6 January 2025

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes