

AWARD[®] supports the redevelopment of the NEC Group facilities

The NEC Group deployed AWARD[®], supported by Commerce Decisions, on two of the major projects in its ambitious plans to improve and redevelop the facilities offered by its venues.

Customer Profile

The NEC Group is the Birmingham-based venue management company that operates four world-class venues: The National Exhibition Centre, from which it gets its name, The International Convention Centre, the LG Arena and The National Indoor Arena. The Group also operates a national ticketing agency, The Ticket Factory, and the award-winning, prestige caterer Amadeus.

Every year four million people use the NEC Group's venues to learn, conduct business, or to be entertained at more than 800 diverse and varied events. These range from some of the UK's best loved shows and live entertainment, to some of the world's most important business events.

Employing 900 people on a permanent basis, and with a further 2,000 casual workers; the NEC Group delivers a £2billion annual impact on the regional economy and supports the full time equivalent of nearly 30,000 jobs.

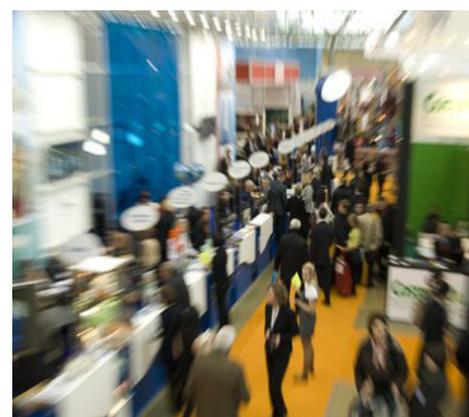
The NEC Group initially engaged with Commerce Decisions to seek support for their Soft FM (Facilities Management) Services Contract.

Projects

Soft FM Services Contract

The NEC Group went out to tender for their Soft FM Services Contract for cleaning services, waste management, traffic and car park management and furniture portorage at all four sites (NEC, ICC, NIA and LG Arena). Although the intention was for the

the nec group
birmingham



NEC Group to contract with a single provider for the delivery of all the services, some services were optional at one or more of the NEC venues. This introduced additional complexity to the procurement process, as variant bids would be accepted.

The nature of the business—exhibitions, concerts, events and conferences—brings with it inevitable day to day fluctuations in activity levels at all the sites. This presented further complexities to the procurement, with a need for the FM provider to be able to respond quickly to the frequent changes in requirements at very short notice, as events are added or removed from the schedules.

Following the evaluation process, NEC Group announced that OCS had been selected as preferred supplier for the Soft FM services contract.



Martin Gammon, Managing Director for OCS Group UK Ltd, said: "This contract award demonstrates our capability as a service provider to major exhibition, conferencing, leisure and sporting venues. As well as delivering our services to meet the aspirations of the NEC Group, we will be implementing over 130 innovations during the life of the contract. This includes a dedicated OCS Academy that will attract, recruit, train and retain over 2,000 OCS employees. Another key initiative is our unique proposal to deliver zero waste-to-landfill from day one."

(Source www.ocs.co.uk)

NIA Redevelopment

The National Indoor Arena is a Birmingham icon. It has dominated the north western skyline for around 20 years and yet it remains somewhat under recognised for its contributions to the cultural and sporting landscape of the city. The existing building is unwelcoming and unattractive.

The NIA refurbishment followed a sponsorship deal between Barclaycard and the NEC Group. As a result, the venue was re-branded as the "NIA - A Barclaycard Unwind Experience." To coincide with the rebranding, the NEC Group proposed a refurbishment and enhancement project to deliver a £20.6 million transformation.

NEC competed the requirement for a provider to undertake this ambitious refurbishment programme. Once again, AWARD® was used to underpin the procurement. Given the nature of the project, innovative and variant



The proposed view of the new NIA façade.

encouraged. BAM Construction Ltd, were appointed as preferred supplier, and work commenced on Phase 1 of the refurbishment programme. This focused on the redevelopment of key backstage areas of the NIA—the control room, medical and storage facilities. In Following this, phase 2 addressed the remaining areas; including the hospitality suites, expansion of the concourse, improvements to the circulation areas and—most significantly—the new external façade of the NIA.

The AWARD® Solution

At the outset of procurements such as the Soft FM and NIA Redevelopment, the needs of the organisation and stakeholders must to be clearly understood and recorded. Without a clear set of objectives, the project is unlikely to be successful because it is unlikely that they would be effectively flowed down to the specific criteria used to select the winning contractor.

Using their Structured Criteria Development (SCD) methodology, Commerce Decisions worked with the NEC team to ensure that their high level needs were flowed down successfully into the detailed

evaluation criteria. Particular attention was paid to how the criteria were described to bidders and also to the guidance that was provided to both bidders and evaluators on how they would be scored. It is important to ensure the criteria are clearly described to all bidders so that they can fully understand both the criteria and scoring—in doing so they are much better able to optimise their bids to offer the most effective and value-for-money solution within their means. In this way, the buying organisation can be sure of running an effective competition resulting in a number of competitive and optimised solutions.

The SCD method enables effective engagement by stakeholders and subject matter experts. It is facilitated by Commerce Decisions' specialists who are able to draw on their substantial and varied procurement project experience and understanding of the bidder's perspective.

On the NIA projects, both the SCD process and the evaluation that followed were underpinned by the use of the internationally renowned web-based decision-support application AWARD®.

"Commerce Decisions and the AWARD® software exceeded any expectations I had, and they delivered a first class service. Their work was invaluable."

Kristin Davidson, NEC Group