

## Popup 5G Demonstrations

This document is a request for offers to run some 5G demonstrations with associated publicity as part of the Urban Connected Communities (UCC) project in the West Midlands. The delivery vehicle for this project is WM5G Ltd.

### UCC background

The UCC project is exploring how to deploy 5G effectively in an urban context and running demonstration use cases to identify benefits, which ultimately underpin investment in 5G deployment. The project has just completed its initial planning and is now starting activity.

One of the first visible actions will be a set of 5G demonstrations to provide some PR, newsflow and to signpost the main workstreams of work in the project. We are terming this the '5G popup'

### Popup in context

The UCC project is running six main workstreams:

- Infrastructure Acceleration – helping MNOs to deploy 5G in partnership with local authorities
- Application Accelerator – helping end user organisation and technology companies to engage, explore and integrate with 5G and related technologies
- Citizen Wellbeing Testbed – running a number of use cases covering health, social care and emergency services
- Mobility testbed – use cases related to transport and travel in an urban environment
- Manufacturing – use cases related to industrial processes and logistics
- Construction – use cases covering design and build

The 5G popup is an early activity to generate some external visibility and to encourage engagement in the programme. Ideally therefore any demonstrations should signpost the work of UCC. This will also be a bit of a public facing launch for the project.

### Specific ask

We are seeking a technology company or a Mobile Network Operator to identify and run approximately four demos that will generate press coverage and interest in the programme. That includes:

- Identifying suitable demonstrations
- Setting up the location and technology (using own equipment)
- Running the demonstrations
- Running PR/Marketing in conjunction with UCC partners (referred to below)

The demonstrations will need to include at least some 5G New Radio.

We have secured a location in the Thinktank museum provided by Birmingham City University (BCU) fronting a public space for the demonstrations. This comprises two offices, Office 1 has an area of 68.2 square meters and Office 2 has an area of 65.0 square meters for a total area of 133 square metres and has additional public access areas that may be possible to utilise.



We are assuming all indoor demonstrations and have requested spectrum allocation on that basis.

We would like the supplier to setup the location in terms of co-branding. The facility should be decommissioned at the end of the activity.

The supplier will manage the PR activities, including:

- Video recording of the demonstrations
- Photography
- Social media promotion
- Public engagement (if appropriate)
- PR promotion

Press offices from WMCA, DCMS and Birmingham City University will also be involved.

The timeline for the demonstrations is anticipated to be July to September, with June available for location setup. We are welcome to proposals for the best way to run the demonstrations, but assume that there will be a video/photography session then a public/invited audience session for each one.

## Spectrum

We are seeking approval for the following indoor spectrum:

### C7. Frequency details:

Frequency of operation	Bandwidth / class of emission
3G30-3G80	40M0/H7W
27G5 -28G3	40M0(80M0)/H7W
2G50 – 2G57(UL); 2G62 – 2G69(DL)	20M0/H7W

## Supplier Response

We are asking for supplier proposals covering the above, together with any other ideas on how to make the pop up demonstrations compelling.

Responses should be provided in Word Format by email to [Alison.porter@wm5g.org.uk](mailto:Alison.porter@wm5g.org.uk) by 17:00:00 on Friday 24 May 2019

The location has been secured by WM5G with the assistance of BCU.

## Selection

Proposals will be reviewed by WM5G and the winner selected with reference to the weighted criteria summarised below:

Criteria Topic	What we are looking for	Weighting
Executive summary	Clear, concise summary of proposal	0%
Understanding of Scope	Understanding of Project Objectives	5%
Technical Fit (or alternative)	Understanding of Technical Requirements (i.e. Spectrum) or suggest alternative	5%
Alignment with WM5G Programme	Demonstrate Understanding of WM5G Programme and where Proposal can add to Programme	15%
Carry out Technical integration with 5G capabilities	Show ability to technically demonstrate 5G Capabilities	15%
Media Engagement /Comms Plan	How do we engage Media/Public?	20%
Knowledge of West Midlands	Knowledge of the West Midlands	5%
Demonstration "Wow" Factors	Impressive Demonstrations 1. Identification of Problem 2. Identification of Solution (where 5G capabilities are crucial) 3. What happens next?	5%
"Left Field" Thinking	What have we missed? What unique innovations do you have?	0%
Next Steps	What happens after Project Closure and plans for decommissioning	5%
Price	Price for the proposal and evidence of match funding commitment	25%
Total		100%

## Contract Value

WM5G has secured public sector funding of £134,000 for a third party to undertake this programme of work. It is a requirement of this funding that the successful bidder will, as part of this programme of work subject to this RFQ, match fund this value in order to bolster the scope of the programme of work. This will be way of expenditure and in-kind resource to the programme on a 1/3 to 2/3 ratio respectively. This successful bidder will be expected to provide documentary of evidence of this match funding during the programme of work.

For the avoidance of doubt, this procurement is intended to be below the value stipulated by OJEU and is therefore being run outside the scope of Public Contract Regulations 2015.

Terms and conditions for this programme of work will be provided to the successful bidder prior to mobilisation.

WM5G may abandon this procurement exercise at anytime prior to contract signature at its entire discretion. Each bidder shall bear its own costs associated with submitting its proposal; nothing in this document shall require WM5G to reimburse the successful bidder for such cost.