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Contract

Development of Branding for GCRE

GCRE Ltd

F03: Contract award notice

Notice identifier: 2023/S 000-002482

Procurement identifier (OCID): ocds-h6vhtk-035ab9

Published 26 January 2023, 4:29pm

Section I: Contracting authority

I.1) Name and addresses

GCRE Ltd

Global Centre Of Rail Excellence, Onllwyn

Neath Port Talbot

SA10 9HN

Contact

Tamara Evans

Email

tamara.evans@gcre.wales

Telephone

+44 7590603692

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.gcre.wales/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA81204

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Railway Technology Testing Facility

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Development of Branding for GCRE

Reference number

GCRE_Proc_00001

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

GCRE has procured a creative, innovative and ambitious team to lead the development of brand, brand strategy, identity and associated assets.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £250,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Cardiff and South Wales at a site located on land within the local authorities of Powys and Neath Port Talbot

II.2.4) Description of the procurement

The Global Centre of Rail Excellence will be an infrastructure and rolling stock testing and

R&D facility which will create innovation opportunities to complement the testing offering and will offer bespoke Innovation accelerator, rolling stock and infrastructure testing, storage, decommissioning, maintenance and servicing asset to the industry and the wider supply-chain. GCRE has procured a creative, innovative and ambitious team to lead the development of brand, brand strategy, identity and associated assets. GCRE is a working name adopted to establish the company and promote its concept and vision. It is now developing and evolving the long-term brand strategy in an innovative and strategic manner, building on firm foundations to achieve long-term impact. It has appointed and is collaborating with an agency with the expertise, strategic perspective and consultative approach to conceive and develop brand / brand identity based on representative insight.

The initial piece of work relating to the branding requirements is estimated at GBP100k. The Estimated Total Contract Value in this Contract Notice relates to the initial branding requirements and any other branding and/or marketing requirements that GCRE may request from the supplier from time to time during the contract period.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Commercial / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The initial piece of work is regarding the development of branding. However rates provided in the tender submission will also be used for any additional branding and/or marketing requirements requested by GCRE from time to time during the contract period (including any extension).

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

The initial piece of work relating to the branding requirements is estimated at GBP100k. The Estimated Total Contract Value in this Contract Notice relates to the initial branding requirements and any other branding and/or marketing requirements that GCRE may request from the supplier on a call of basis from time to time during the contract period.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-024511](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 December 2022

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 16

Number of tenders received from tenderers from other EU Member States: 16

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Golley Slater

Wharton Place, Wharton Street

Cardiff

CF101GS

Telephone

+44 2920388621

Fax

+44 2920228554

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £250,000

Section VI. Complementary information

VI.3) Additional information

The initial piece of work relating to the branding requirements is awarded at GBP85k. The Awarded Contract Value in this Contract Award Notice relates to the initial branding requirements and any other branding and/or marketing requirements that GCRE may request on a call basis from the supplier from time to time during the contract period up to the Contract Value.

(WA Ref:128526)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom