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Tender

Communication & Marketing Framework Agreement

Llywodraeth Cymru / Welsh Government

F02: Contract notice

Notice identifier: 2023/S 000-002773

Procurement identifier (OCID): ocds-h6vhtk-03a10d

Published 30 January 2023, 12:25pm

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

cpsprocurementadvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://wales.gov>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk/web/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk/web/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk/web/>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communication & Marketing Framework Agreement

Reference number

F228/2022/2023

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A framework for delivering Welsh Government's communication and marketing requirements. The framework will be open for use by other public bodies.

1. Creative Design
2. Digital Services
3. Filming, Editing & Animation Services
4. Bespoke Stand Design & Build
5. Event / Conference Management
6. Evaluation / Research
7. Publicity Materials- Storage & Shipping
8. Audio Visual (AV) Services
9. Portable Publicity Equipment & Signage

Over the maximum 4 year period of the framework. The value of GBP 20m is the maximum anticipated spend on the framework. The Lot value figures provided are the

maximum anticipated for each Lot. Please note however that, as this is a framework agreement, the values provided are only estimates and cannot be guaranteed.

The framework will predominantly be used by Welsh Government but may also be accessed by Customer Organisations that have signed up to the Welsh Government Commercial Delivery (WGCD).

A full list of Customer Organisations eligible to use the Agreement can be found attached.

- Welsh Ministers, their agencies, sponsored and statutory bodies and other contracting authorities funded by them, whether or not they

operate independently of Welsh Ministers

- The Welsh Assembly Commission

- Any company, limited liability partnership or other corporate entity wholly or partly owned by or controlled (directly or indirectly) by

Welsh Government

- UK Government, their agencies, companies and limited liability partnerships or other entities, wholly or partly owned by or controlled by departments of the UK Government and which operate in Wales. Non-ministerial governmental departments which operate devolved

offices in Wales

- Local Authorities in Wales their agencies, companies and limited liability partnerships or other corporate entities wholly or partly owned by or controlled by and any county and county borough, city, community or other council or local authority in Wales

- Contracting authorities established for the provision of culture, media and sport in Wales

- NHS Health Boards in Wales, NHS Trusts in Wales, Special Health Authorities in Wales, Community Health Councils in Wales, the NHS

Wales Shared Services Partnership and Board of Community Health Councils and any other contracting authorities operating within or on

behalf of the NHS in Wales

- Higher and further education bodies in Wales, including colleges, community colleges and universities, WEA Cymru and Colleges Wales

- Police and crime commissioners and police forces in England and Wales; national park, and fire and rescue authorities in Wales
- Wales Council for Voluntary Action and associated bodies
- Registered social landlords on the Welsh Government maintained register.
- Schools, sixth-form colleges, foundation schools and academies in Wales (but not independent schools)
- HM Inspectorate of Schools in Wales (Estyn);
- One Voice Wales (Town & Community Councils) and town & community councils in Wales
- Where applicable, the above shall include subsidiaries of the contracting authority at any level.

In the event of merger, abolition or change of any of the contracting authorities listed or referred to above, the successors to those

authorities or to their functions will also be able to enter into specific contracts under this Framework.

II.1.5) Estimated total value

Value excluding VAT: £20,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

3

Maximum number of lots that may be awarded to one tenderer: 3

II.2) Description

II.2.1) Title

Creative Design

Lot No

1

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This Lot is for the design of communication materials required by the Client to meet defined communication objectives, capturing and delivering the required messages that from part of a communication plan.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Digital Services

Lot No

2

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Suppliers are sought with expertise in digital strategy development. To include research and developing customer insights, stakeholder engagement, setting appropriate objectives, tactical planning and developing an associated measurement and evaluation framework. Strategic projects might include supporting organizational digital transformation, domain strategy and architecture as well as specific channel activities – covering owned, earned and paid media.

All aspects of web design and build. To include information architecture, usability and customer-centric design, technical development and API integration across B2C and B2B

sites. It is important that web development projects support the delivery of search friendly sites and KPI driven customer journeys.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £4,400,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Filming, Editing & Animation Services

Lot No

3

II.2.2) Additional CPV code(s)

- 92111000 - Motion picture and video production services
- 92110000 - Motion picture and video tape production and related services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful bidders will be required to develop scripts / use existing scripts and produce highly polished outputs for broadcast, social media and other web based clips.

Services required will include, but not be limited to;

Taking static communication briefs and developing a script / storyboard to bring the concept to life and which captures and engages the relevant targeted audience.

Producing adverts for television, short punchy, witty scripts are required, for training, education and informational briefs, scripts effective in both English and Welsh are required. A range of topics can be covered and require scripts and concepts which deliver complex and important information in a manner which ensures the audience remain interested and continue to watch etc. and which communicates the aims and objectives of the project. With regard to Welsh adverts, consideration should be given to ensuring language works within the context of the piece, pure translation is not always the best way to achieve this. Music, composition, the appropriate use of models as well as locations and props all add in bringing a script to life. Successful bidders will have expertise in generating ideas, sourcing music, models etc. and will understand and can address licensing issues etc., ensuring that a fully developed script is delivered which is compliant to all relevant regulations and meets the objectives of the individual brief.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Bespoke Stand Design & Build

Lot No

4

II.2.2) Additional CPV code(s)

- 39154100 - Exhibition stands
- 39154000 - Exhibition equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Design, construct and supply all the various elements in the production of both large bespoke standalone exhibition spaces, or smaller modular structures for either internal or external exhibitions which are eye catching, provide light and airy interiors and are versatile to accommodate a modern, fluid and imaginative exhibition.

Ensuring all structures are compliant with legislation and regulations. Provide the Client will all necessary documentation to demonstrate appropriate Health & Safety and accessibility guidelines are adhered to. Conducting risk assessment for each project and ensuring Client sign-off.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £5,200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Event / Conference Management

Lot No

5

II.2.2) Additional CPV code(s)

- 79956000 - Fair and exhibition organisation services
- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers will be required to research and understand the aims and objectives of events, provide expert project management services, on-site support and liaison with all parties at the event itself.

Work closely with and maintain excellent relationships with the various suppliers and organisations in the production of the event.

Manage multiple contractors and in some instances multiple parties to ensure that planning and delivery remains on time and within budget, highlighting and managing issues as they arise.

Activity required may include venue sourcing, hotel bookings, the facilitation of delegate packs, name badges, AV, speaker sourcing and management, travel arrangement planning & management, press and PR – both for within the UK and overseas (working with travel agents as required). For conferences, requirements will include delegate recruitment and registration, database management and reporting for budget and planning management.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £3,200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Evaluation / Research

Lot No

6

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers will be required to undertake research and evaluation via several mediums; face-to-face, interviews at events/exhibitions, follow up phone calls, interviews via the phone or via a survey etc. Within Wales, this will be conducted bilingually and in accordance with the Welsh Language Standards.

Reports will be required on the effectiveness of events / campaigns, materials distributed, feedback, staff, PR and general comments on the effectiveness of the event / campaign objectives and recommendations for moving forward.

Successful suppliers will be required to undertake questionnaire design and development, (either paper based or electronic/on-line), identifying a wide range of target audiences and how they can participate in the research, issuing and undertaking the required follow up.

For international events interviews may need to be conducted in the language of the country, or of the various guests. Local interviewers will need to be organised and managed accordingly.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Publicity Materials - Storage & Shipping

Lot No

7

II.2.2) Additional CPV code(s)

- 39154000 - Exhibition equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The successful supplier will need to work with the current supplier to arrange the handover / transportation / collection of materials. There will also be a requirement to conduct an inventory after collection of the materials.

Store and transport a wide range of exhibition and conference materials. Suppliers may be required to provide suitable warehouse facilities to store and maintain in good condition exhibition materials, stands (boxed or in parts), electronic items, brochures and furniture in dry, dust free and accessible premises.

There may also be a requirement for the storage, transportation and maintenance of the exhibition trailer listed at Annex 6 or the hire of a similar vehicle.

Storage should be available which is modular, i.e. can expand as additional materials are created and need storage. Packaging of items in bubble wrap or shrink-wrap will be required, especially when being sent out for delivery to event locations. Racking should be in place to store literature and clothing to ensure that is kept dry and secure.

Stock control management will be vital in ensuring that items are logged and reports issued on all elements stored and any call off of literature or equipment etc. An online stock management system is required that can be securely accessed by the Client.

Picking, packing and despatch services are required for delivery to multiple locations, as required and advised by the Client.

Visit Wales, a division of the Welsh Government, own a 25,000 sq foot storage facility located in Pencoed. A warehouse manager is required, to be available between the hours of 9-5pm, Monday to Friday. The warehouse manager will be responsible for the stock control, stock ordering, maintaining stock levels, arranging picking, packing and despatch of items as requested by the Client. An online ordering / tracking, stock management system must be provided, that can also be accessed by the Client.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £800,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Audio Visual (AV) Services

Lot No

8

II.2.2) Additional CPV code(s)

- 32321300 - Audio-visual materials
- 32320000 - Television and audio-visual equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Suppliers are required to advise and undertake as appropriate all elements of planning,

organising and providing a full range of audio visual support and access to the hire of quality Audio Visual equipment for a number of purposes such as exhibitions, road shows, product launch events, PR, award ceremonies, Internal and External meetings/presentations, etc.

Provide a wide range of AV equipment such as projectors, display screens, speaker system, radio mic's, computers and laptops, electronic voting systems as well as lighting, video capture/ simultaneous broadcasting of presenters and be able to work with both PC & Mac formats.

Undertake installation, running and de-rigging of equipment, including advice and full technical support as and when needed, working with venues as appropriate to ensure that all aspects of health & safety are met.

Risk assessments must be undertaken on-site to ensure compliance with all industry regulations.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

Objective criteria for choosing the limited number of candidates:

See PQQ Documents

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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) Description

II.2.1) Title

Portable Publicity Equipment & Signage

Lot No

9

II.2.2) Additional CPV code(s)

- 39154000 - Exhibition equipment
- 34928470 - Signage
- 39154100 - Exhibition stands

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers must be able to provide various models of traditional publicity display materials including (but not limited to) roll-ups, portable modular stands and various banner systems with their casings.

In addition to the more traditional display equipment, suppliers must be able to offer a

range of alternative, light-weight and portable equipment that can be transported, erected and dismantled by an individual with ease.

Successful suppliers must also be able to provide newer technologies including (but not limited to) digital display equipment, presentations for iPads / tablets and alternative methods of displaying information through portable systems.

In addition to the purchase of equipment, the Client will also be looking to loan equipment on an ad hoc basis.

Successful suppliers must have the ability to print / manufacture the graphic panels and undertake repairs to the various systems we may purchase as part of this Framework, as well as those that we already have in stock, which includes roll-up banner stands and modular curved systems.

Suppliers may be required to set artwork for panels themselves or to work from supplied artwork which we provide – often at short-notice of around a week and sometimes requiring quick delivery. In addition the production of non-standard panels is required for larger exhibition stands and systems in various formats: lightweight material, vinyl, hardboard, flexi-board, stand-alone panels etc

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £400,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 12

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

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

See PQQ Documents

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

as stated in the PQQ/ ITT documents

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

Execution of the service is reserved to a particular profession

Reference to the relevant law, regulation or administrative provision

as stated in the PQQ/ ITT documents

III.2.2) Contract performance conditions

as stated in the PQQ/ ITT documents

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

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.2.2) Time limit for receipt of tenders or requests to participate

Date

6 March 2023

Local time

2:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

10 April 2023

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4 years

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

E-Tender Information:

<https://etenderwales.bravosolution.co.uk>

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click "Forgot your password?"
- Registration should only be performed once for each Organisation.

- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).
- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
- PQQ responses must be uploaded to the BravoSolution portal by 2pm

How To Find The ITT:

- Once logged in you must click on 'PQQs/ITT's Open to all Suppliers'
- The e-tender references for this contract are: project_51968, pqq_33372.
- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the PQQ/ITT from the 'Open to all Suppliers' area to the 'My PQQ/ITT's' on the home page.
- You will then see the full details of the PQQ/ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
- Should you have any questions on the PQQ/ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=128426

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives. Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

Community benefits will be non-core

(WA Ref:128426)

The buyer considers that this contract is suitable for consortia.

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