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Contract

## **Provision of a Destination Marketing Programme under the Ancient Connections Project**

Pembrokeshire County Council  
Wexford County Council  
Pembrokeshire Coast National Park Authority  
Visit Wexford

F03: Contract award notice  
Notice identifier: 2021/S 000-002875  
Procurement identifier (OCID): ocids-h6vhtk-0292a2  
Published 12 February 2021, 10:24am

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

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

Pembrokeshire County Council  
  
County Hall, Haverfordwest  
  
Pembrokeshire  
  
SA61 1TP

#### **Email**

[donna.barker@pembrokeshire.gov.uk](mailto:donna.barker@pembrokeshire.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKL14 - South West Wales

**Internet address(es)**

Main address

[www.pembrokeshire.gov.uk](http://www.pembrokeshire.gov.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0255](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0255)

**I.1) Name and addresses**

Wexford County Council

Wexford

Y35WY93

**Email**

[Eoghan.Greene@wexfordcoco.ie](mailto:Eoghan.Greene@wexfordcoco.ie)

**Country**

Ireland

**NUTS code**

IE - IRELAND

**Internet address(es)**

Main address

<https://www.wexfordcoco.ie/>

**I.1) Name and addresses**

Pembrokeshire Coast National Park Authority

Llanion Park

Pembroke Dock

SA72 6DY

**Email**

[info@pembrokeshirecoast.org.uk](mailto:info@pembrokeshirecoast.org.uk)

**Country**

United Kingdom

**NUTS code**

UKL14 - South West Wales

**Internet address(es)**

Main address

[www.pembrokeshirecoast.org.uk](http://www.pembrokeshirecoast.org.uk)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA22450](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA22450)

**I.1) Name and addresses**

Visit Wexford

Llanion Park

Wexford

SA72 6DY

**Email**

[hello@visitwexford.ie](mailto:hello@visitwexford.ie)

**Country**

Ireland

**NUTS code**

IE - IRELAND

**Internet address(es)**

Main address

<https://www.visitwexford.ie/>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=)

**I.2) Information about joint procurement**

The contract involves joint procurement

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

Regional or local authority

**I.5) Main activity**

Recreation, culture and religion

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Provision of a Destination Marketing Programme under the Ancient Connections Project

Reference number

PROC/2021/071

**II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This Tender opportunity is aimed at Marketing Agencies, Destination Marketing Organisations (DMOs), Digital Agencies, Branding Agencies, PR companies and media production and distribution companies, with a particular business focus on the marketing of destinations and tourism products for their clients.

This contract is part of a wider cross-border heritage and arts programme called Rediscovering Ancient Connections – The Saints (abbreviated to Ancient Connections). The Ancient Connections project is a EU - Ireland Wales ETC cross-border arts and heritage project, linking the two regions of North Wexford (Ferns/Enniscorthy/Gorey) and North Pembrokeshire (St. Davids/Fishguard/Goodwick).

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

This contract is divided into lots: No

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

Lowest offer: £124,100 / Highest offer: £127,348 taken into consideration

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

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

- 75125000 - Administrative services related to tourism affairs
- 79416200 - Public relations consultancy services
- 79416100 - Public relations management services
- 79416000 - Public relations services
- 63510000 - Travel agency and similar services
- 71241000 - Feasibility study, advisory service, analysis
- 72224000 - Project management consultancy services
- 73000000 - Research and development services and related consultancy services
- 73200000 - Research and development consultancy services
- 73210000 - Research consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411000 - General management consultancy services
- 79411100 - Business development consultancy services
- 79413000 - Marketing management consultancy services
- 79415200 - Design consultancy services
- 79952100 - Cultural event organisation services
- 79953000 - Festival organisation services
- 79961000 - Photographic services
- 79960000 - Photographic and ancillary services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 79961350 - Studio photography services
- 92000000 - Recreational, cultural and sporting services
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92111210 - Advertising film production
- 92111220 - Advertising video-tape production
- 92111230 - Propaganda film production
- 92111240 - Propaganda video-tape production
- 92226000 - Teleprogramming

- 92312211 - Writing agency services
- 92331210 - Children animation services
- 98000000 - Other community, social and personal services

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

NUTS codes

- UKL14 - South West Wales

Main site or place of performance

Two regions of North Wexford and North Pembrokeshire

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

The original Ancient Connections' Destination Work Package defines the purpose of this element of the project as -

- To undertake comprehensive destination marketing activity to promote St Davids, Fishguard/Goodwick and wider peninsula; Ferns and County Wexford, in order to increase the number of visitors, particularly overseas visitors outside the main peak season.
- To undertake cross-selling of each destination within the other destination's territory
- To undertake destination marketing activity in partnership with the national tourism organisations of Wales and Ireland including Visit Wales and Fáilte Ireland, Ireland's Ancient East and Tourism Ireland.
- To promote activities undertaken as part of the overall operation to increase awareness and participation with communities and the tourism industry.

### **II.2.5) Award criteria**

Quality criterion - Name: Method Statement 1 / Weighting: 15

Quality criterion - Name: Method Statement 2 / Weighting: 15

Quality criterion - Name: Method Statement 3 / Weighting: 5

Quality criterion - Name: Creative Approach / Weighting: 15

Quality criterion - Name: Cross Border Contact / Weighting: 15

Quality criterion - Name: Relevant Experience / Weighting: 10

Quality criterion - Name: Method Statement 4 / Weighting: 5

Price - Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Please Note: the Project Team are currently waiting to hear about the success of a funding application for a Phase 2, which would extend the timescale and scope of the project even further until September 2023. Phase 2, if successful will have an additional budget (circa 150,000 EUR) for specific destination and product marketing relating to a new cross-border pilgrimage route; there is likely to be an overlap in terms of time frame between Phase 1 and Phase 2. Tenderers for this contract are not expected to take this into consideration within their bids, however, it is worth noting that they may be offered a contract extension to encompass this work should funding be forthcoming. See Annex 5 - Phase 2 Pilgrimage Product and Destination Marketing for an outline of Phase 2 aims and ambitions.

The extension to Phase 2 is dependent on:

- the Council's application for additional funding for Phase 2 being approved;
- satisfactory performance and delivery by the successful tenderer during Phase 1;

the successful tenderer, at the request of the Council, prepares a detailed proposal and budget for Phase 2, which is subsequently agreed between the Council and the successful tenderer.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

The project is funded by the European Regional Development Fund (ERDF), through the Welsh European Funding Office (WEFO)



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## **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: [2020/S 208-509154](#)

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## **Section V. Award of contract**

### **Contract No**

PROC/2021/071

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

8 February 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 1

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

Number of tenders received by electronic means: 4

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

**V.2.3) Name and address of the contractor**

Heavenly Ltd

Crichton House, Mount Stuart Square

Cardiff

CF105EE

Telephone

+44 7737414651

Country

United Kingdom

NUTS code

- UK - UNITED KINGDOM

The contractor is an SME

Yes

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

Lowest offer: £124,100 / Highest offer: £125,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Free Ancient Connections Webinar – How to Use E-Tender Wales Portal

Wednesday 28th October 2020, 1:30-2:30pm on Zoom

- With Guto Carrod - from Business Wales

This is a 40-minute workshop and demo on how to register, find opportunities, express an interest, start, save, edit and submit a tender on the E-Tender Wales Portal. Followed by a 20-minute Q&A session.

PLEASE REGISTER in advance.

Zoom registration link:

<https://zoom.us/meeting/register/tJludOutqzwrE9GUSwHqKdKvRABV-zD6eG7x>

(WA Ref:108184)

### **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