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Tender

Neath Port Talbot Destination Marketing & Pride of Place Campaign

Neath Port talbot Council

F02: Contract notice

Notice identifier: 2023/S 000-003317

Procurement identifier (OCID): ocds-h6vhtk-03a27e

Published 2 February 2023, 4:13pm

Section I: Contracting authority

I.1) Name and addresses

Neath Port talbot Council

Civic Centre

Port Talbot

SA13 1PJ

Contact

Wayne Thomas

Email

w.thomas3@npt.gov.uk

Telephone

+44 1639763929

Country

United Kingdom

NUTS code

UKL17 - Bridgend and Neath Port Talbot

Internet address(es)

Main address

<http://www.npt.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0274

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/home.html>

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/home.html>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Neath Port Talbot Destination Marketing & Pride of Place Campaign

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

See description of procurement

II.1.5) Estimated total value

Value excluding VAT: £250,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342200 - Promotional services
- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKL17 - Bridgend and Neath Port Talbot

II.2.4) Description of the procurement

The Campaign:-

The aims for the Neath Port Talbot Destination Marketing and Pride of Place campaign is to raise the profile of Neath Port Talbot as an alternative year round visitor destination and change perceptions of Neath Port Talbot as a place to live, work and visit.

The campaign should be delivered in full and all campaign outputs met by 31st March 2025. Commencement date scheduled for May 2023.

There are two distinct elements to the campaign which are summarised below.

Destination marketing campaign:-

This element of the campaign will utilise the 'Dramatic Heart of Wales' destination brand to target overnight 'short stay' visitors to the area in order to encourage the growth of the visitor economy.

'Pride of Place' marketing campaign :-

This element of the campaign will utilise the wider place brand (in particular the Front and Centre brand) to change perceptions of Neath Port Talbot among local Neath Port Talbot residents and residents and investors within the South Wales region.

II.2.5) Award criteria

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

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

Duration in months

24

This contract is subject to renewal

No

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

NPTCBC has recently secured funding via the UK Shared Prosperity Fund (SPF) to deliver a destination marketing and pride of place campaign targeting visitors to Neath Port Talbot and residents and investors within the region.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

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

Date

8 March 2023

Local time

12:00pm

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

English, Welsh

IV.2.7) Conditions for opening of tenders

Date

8 March 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic payment will be used

VI.3) Additional information

Suppliers' Instructions 'How to Express Interest in this ITT':

1. Register your company on the etenderwales portal (this is required only once. However if your details have changed since you registered you will need to up-date them).

- Browse to the eSourcing Portal: www.etenderwales.bravosolution.co.uk
- Click the 'Suppliers register here' link.
- Complete the 'Organisation Details' and 'User Details' sections.
- Note the username you choose and click 'save' when complete.
- You will shortly receive an email with your unique password (please keep this secure).
- Agree to the terms and conditions and click 'continue'.

2. Express an interest in the ITT.

- Login to the portal with the username / password.
- Click the 'ITT Open to all Suppliers' link.
- Alternatively, search for the relevant ITT (itt_100594).
- Click on the relevant ITT to access the content.
- Click the 'Express Interest' button on the right-hand side of the screen.
- This will move the ITT into your 'My ITT pages'. (This is a secure area reserved for your projects only.)

- Click on the ITT code, you can now access any attachments by selecting 'Buyer Attachments'.

3. Responding to the ITT.

- You can now choose to 'Respond' or 'Decline to Respond' (please give a reason if declining).

- Note the 'Closing Date', and then follow the onscreen instructions to complete the ITT.

- There is help available Monday – Friday (8am – 6pm) on: help@bravosolution.co.uk or by telephone on 0800 368 485.

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=128356

(WA Ref:128356)

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