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Tender

## **Public Health Wales respiratory vaccines campaign**

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

F02: Contract notice

Notice identifier: 2021/S 000-003683

Procurement identifier (OCID): ocds-h6vhtk-0295cb

Published 24 February 2021, 12:08pm

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

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

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

4-5 Charnwood Court,, Heol Billingsley, Parc Nantgarw

Cardiff

CF15 7QZ

#### **Contact**

Shannon Mason

#### **Email**

[Shannon.Mason@wales.nhs.uk](mailto:Shannon.Mason@wales.nhs.uk)

#### **Telephone**

+44 1443848585

**Country**

United Kingdom

**NUTS code**

UK - UNITED KINGDOM

**Internet address(es)**

Main address

<http://nwssp.nhs.wales/ourservices/procurement-services/>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0221](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0221)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

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

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/login.shtml>

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

Body governed by public law

**I.5) Main activity**

Health

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Public Health Wales respiratory vaccines campaign

Reference number

PHW-OJEU-46916

#### II.1.2) Main CPV code

- 79341400 - Advertising campaign services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Public Health Wales invite creative communications agencies to tender for the delivery of key communication and marketing elements of the national Public Health Wales respiratory vaccines 2021/22 campaign, with the option to extend to 2022/23. The elements of the campaign required to be delivered by the appointee are set out in the tender documents (that are available via <https://etenderwales.bravosolution.co.uk/web/login.shtml>) and will include influenza vaccine and may include COVID-19 vaccine if established as a seasonal programme.

Building on the Beat Flu/Curwch Ffliw campaign previously, this campaign will aim to protect the health of the public in Wales by reducing the impact of flu and COVID-19. It should do this by targeting multiple elements, including by highlighting the dangers of both flu and COVID-19, and encouraging eligible individuals to be vaccinated.

#### II.1.5) Estimated total value

Value excluding VAT: £165,000

#### II.1.6) Information about lots

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKL - WALES

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

Public Health Wales invite creative communications agencies to tender for the delivery of key communication and marketing elements of the national Public Health Wales respiratory vaccines 2021/22 campaign, with the option to extend to 2022/23. The elements of the campaign required to be delivered by the appointee are set out in the tender documents (that are available via <https://etenderwales.bravosolution.co.uk/web/login.shtml>) and will include influenza vaccine and may include COVID-19 vaccine if established as a seasonal programme.

Building on the Beat Flu/Curwch Ffliw campaign previously, this campaign will aim to protect the health of the public in Wales by reducing the impact of flu and COVID-19. It should do this by targeting multiple elements, including by highlighting the dangers of both flu and COVID-19, and encouraging eligible individuals to be vaccinated.

The delivery of the campaign will be awarded as a one-year contract with an option to extend for a further 12 months, however, this is subject to annual review of supplier performance against the KPIs.

A draft of the mid-season report is expected by the end of December each year and final end of season report by 31 March the following year.

There is an option to extend for a further 12 months subject to funding.

### **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**

Start date

3 May 2021

End date

30 April 2022

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.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

#### **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 tender documentation will be published via  
<https://etenderwales.bravosolution.co.uk/web/login.shtml> Tuesday 03rd March 2021

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### **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

Enrolment on professional or trade registers is not applicable for this procurement.

As a public sector body we are governed by a number of statutes, standards, guidelines and policies, these include but are not limited to:

Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011

Protection of Vulnerable Adults

General Data Protection Regulations/ GDPR 2018

Data Protection Act 2018

Children Act 2004

The Welsh Language Standards (No. 5) Regulations 2016

The Social Services and Well-being (Wales) Act

Well-being of Future Generations (Wales) Act 2015

Public Contract Regulations (2015)

Sustainable Procurement Policy (Appended)

### **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.2.2) Contract performance conditions**

NHS Terms and Condition for the Provision of Services\_V3 May 2018 will be adhered to for the duration of the contract.

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

Date

1 April 2021

Local time

2:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

5 April 2021

Local time

4:00pm

Place

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

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **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**

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=108371](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=108371)

(WA Ref:108371)

### **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

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures:

NHS Wales Shared Services Partnership on behalf of Public Health Wales NHS Trust will allow a minimum 10 calendar day standstill period between notifying the award decision and awarding the contract.

Unsuccessful tenderers and applicants are entitled to receive reasons for the decision, including the characteristics and relative advantages of the winning bid and the reasons why the tenderer/applicant was unsuccessful.

Should additional information be required it should be requested of the addressee in section I.1.

Aggrieved parties who have been harmed or are at risk of harm by breach of the procurement rules have the right to take action in the High Court (England and Wales). Any such action is subject to strict time limits in accordance with the Public Contracts (Amendments) Regulations 2015.