

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/003974-2024>

Award

## **Eat Them to Defeat Them Welsh Schools Campaign**

Llywodraeth Cymru / Welsh Government

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-003974

Procurement identifier (OCID): ocds-h6vhtk-0437bd

Published 7 February 2024, 8:55am

### **Section I: Contracting authority/entity**

#### **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](mailto:CPSProcurementadvice@gov.wales)

#### **Telephone**

+44 3000257095

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://gov.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

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

Body governed by public law

**I.5) Main activity**

General public services

---

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Eat Them to Defeat Them Welsh Schools Campaign

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Translation and adaptation of Eat Them to Defeat Them school campaign materials and delivery to all primary schools in Wales.

**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: £169,635

## **II.2) Description**

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

NUTS codes

- UKL - Wales

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

Translation, design and creation of assets including reward chart, stickers, posters and flyers to promote Eat Them to Defeat Them in primary schools in Wales. Delivery of these printed assets to all schools in Wales. Reproduce content for web pages in Welsh, Evaluation of campaign including national survey and school survey. PR support including visit to school.

### **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

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Regulation 32(2)(b)(iii) of the Public Contract Regulations 2015. The EAT THEM TO DEFEAT THEM campaign is embedded across the UK and it is reasonable to conclude there is no reasonable alternative or equivalent to roll out across all schools in Wales.

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

The procurement is covered by the Government Procurement Agreement: Yes

---

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

### **Contract No**

C240/2023/2024

A contract/lot is awarded: Yes

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

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

22 December 2023

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

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Veg Power CIC

College House, 2nd Floor, 17 King Edwards Road

London

HA47AE

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £169,635

---

## **Section VI. Complementary information**

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=138309](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=138309).

(WA Ref:138309)

### **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