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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

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

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.

(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