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Tender

## **PROVISION OF EXPORT MARKET WEBSITES**

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2022/S 000-004189

Procurement identifier (OCID): ocids-h6vhtk-0316f9

Published 14 February 2022, 5:04pm

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

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

Hybu Cig Cymru-Meat Promotion Wales

PO Box 176

Aberystwyth

SY23 2YA

#### **Email**

[bregan@hybucig.cymru](mailto:bregan@hybucig.cymru)

#### **Telephone**

+44 1970625050

#### **Country**

United Kingdom

#### **NUTS code**

UKL1 - West Wales and the Valleys

**Internet address(es)**

Main address

[www.hybucig.cymru](http://www.hybucig.cymru)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA24146](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146)

**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://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Additional information can be obtained from another address:

Hybu Cig Cymru-Meat Promotion Wales

Aberystwyth

**Email**

[requests@hybucig.cymru](mailto:requests@hybucig.cymru)

**Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Tenders or requests to participate must be submitted to the following address:

Hybu Cig Cymru-Meat Promotion Wales

Aberystwyth

**Email**

[requests@hybucig.cymru](mailto:requests@hybucig.cymru)

**Country**

United Kingdom

**NUTS code**

UKL1 - West Wales and the Valleys

**Internet address(es)**

Main address

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

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

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Development and Promotion Of Welsh red meat

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## **Section II: Object**

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

#### **II.1.1) Title**

PROVISION OF EXPORT MARKET WEBSITES

#### **II.1.2) Main CPV code**

- 72413000 - World wide web (www) site design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The provision of support services to HCC in the context of HCC's export market websites.

Support services which are require:

- Website Design
- Website Build
- Website Hosting
- Website Maintenance / SEO

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

This contract is divided into lots: No

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

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

- 72415000 - World wide web (www) site operation host services

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

NUTS codes

- UKL1 - West Wales and the Valleys

Main site or place of performance

Aberystwyth

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

The provision of support services to HCC in the context of HCC's export market websites.

Support services which are required:

- Website Design
- Website Build
- Website Hosting
- Website Maintenance / SEO
- Websites should be automatically responsive to mainstream tablet and mobile devices, and built on an architecture which is scalable and, within reason, future proof.
- Google Analytics will be required for each individual territory website.
- The websites, CMS and all content will remain under the ownership and control of HCC and the successful supplier will be required to work with HCC's In Market Representatives (IMRs) in supporting websites in relevant territories.
- The support services are required to assist HCC in achieving its marketing objectives. HCC's marketing objectives are set out in Appendix 3.
- All services, and materials provided pursuant to the services, are required to comply with HCC's brand guidelines. HCC's brand guidelines are available in Appendix 2 or the procurement section of the website where details of this ITT are held.
- Successful tenderers will be awarded a contract for a term commencing on 1 April 2022 and expiring 31 March 2024, with an option on the part of HCC to extend the contract by up to two (2) periods of up to twenty four (24) months each.
- Tenderers will need to demonstrate that the individuals put forward to work on projects requested by HCC have the skills and experience to satisfy the above requirements.
- To meet government accessibility requirements, websites must meet level AA of the Web Content Accessibility Guidelines (WCAG 2.1) as a minimum, preferably AAA.

- Where applicable, websites will require multi-language options. Please clearly state how this will be delivered.

#### **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

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to two (2) periods of up to twenty four (24) months. HCC shall give the Service Provider a minimum of thirty (30) days' written notice prior to 1st April 2024 (in the case of the first period), 1 April 2026 (in the case of the second such period), such notice to specify the length of the extension period.

#### **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

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## **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

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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

21 March 2022

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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

Date

21 March 2022

Local time

12:00pm

Place

Aberystwyth

Information about authorised persons and opening procedure

tenders will be opened by Corporate Services Manager who has sole access to mailbox and is not part of the evaluation team.

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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: 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=118695](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=118695).

(WA Ref:118695)

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