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Tender

## **Integrated Agency Services**

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2023/S 000-005082

Procurement identifier (OCID): ocids-h6vhtk-03a700

Published 20 February 2023, 4:41pm

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

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

Hybu Cig Cymru-Meat Promotion Wales

Ty Rheidol, Parc Merlin

Aberystwyth

SY23 3FF

#### **Contact**

Bryan Regan

#### **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

<https://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 the above-mentioned address

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**

Integrated Agency Services

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

HCC is seeking a supplier for the provision of integrated agency services in connection with PGI Welsh Lamb, PGI Welsh Beef and Pork from Wales campaigns

**II.1.5) Estimated total value**

Value excluding VAT: £1,600,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKL1 - West Wales and the Valleys

Main site or place of performance

UK, but contracting authority based in UKL1

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

HCC is seeking a supplier for an initial 1 year term with the potential for extension of a period of up to 24 months. The indicative annual budget is GBP530,000.

HCC requires tenderers who can prepare and deliver high impact and cost effective multi-channel integrated campaign for the UK market.

The successful tenderer will be required to devise and deliver brand marketing campaigns based upon evidence-based insight and analysis which will deliver HCC's marketing objectives (which are set out in Appendix 3 of this ITT), for Welsh Lamb, Welsh Beef and pork from Wales.

Successful tenderers will be required to use the most appropriate channels to achieve our objectives. They are also asked to make use of existing Creative Assets to maximise value for money and return on investment where possible. This includes TV & digital adverts, social assets, film and photography. A folder of creative asset examples is provided for reference from the procurement section of the website (<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>) where details of this ITT are held.

#### **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

12

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to one (1) period of up to twenty four (24) months, such period to commence on 1st April 2024

#### **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

24 March 2023

Local time

12:00pm

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

English, Welsh

##### **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

24 March 2023

Local time

12:00pm

Place

Aberystwyth

Information about authorised persons and opening procedure

Head Of Finance and Corporate Governance will open responses. They have no part in the evaluation of the tenders

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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=129293](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=129293).

(WA Ref:129293)

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

