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Opportunity

Integrated Agency Services

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice reference: 2023/S 000-005082

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@hybuciq.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

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

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

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

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

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

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.

(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