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Tender

NPS Media Buying, Integrated Marketing Campaigns and Public Relations Services Framework

National Procurement Service (Welsh Government)

F02: Contract notice

Notice identifier: 2021/S 000-009740

Procurement identifier (OCID): ocds-h6vhtk-02ad7d

Published 5 May 2021, 5:04pm

Section I: Contracting authority

I.1) Name and addresses

National Procurement Service (Welsh Government)

T'yr Afon, Bedwas Road

Caerphilly

CF83 8WT

Email

NPSCorporateServices@gov.wales

Telephone

+44 3007900170

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://npswales.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA27760

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://etenderwales.bravosolution.co.uk/home.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk/home.html>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk/home.html>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

National Contracting Body

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

NPS Media Buying, Integrated Marketing Campaigns and Public Relations Services Framework

Reference number

NPS-CS-107-20

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The National Procurement Service on behalf of the Welsh Public Sector wishes to establish a collaborative Framework Agreement for Media Buying, Integrated Marketing Campaigns and Public Relation Services.

II.1.5) Estimated total value

Value excluding VAT: £35,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media Buying

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This Lot will primarily be a function for buying media space and the placing of adverts and Public and Legal Notices in the chosen media, with the provision of basic design and typesetting. The award will be on the basis of a single source supplier for Wales.

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

48

This contract is subject to renewal

No

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: Yes

Identification of the project

Grant funding may become available to a Customer Organisations in the future in which event this information will be made available to the Economic Operator

II.2) Description

II.2.1) Title

Integrated Marketing Campaigns and Public Relations Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This Lot is to provide Customer Organisations access to quality agencies capable of providing creative solutions/advice and campaign management right through from concept creation to execution. Expert advice on appropriate media channels and purchase of media space. Experienced and skilled PR specialists for specific campaigns and ongoing PR support across Wales and the UK. Multiple suppliers will be awarded onto this lot.

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

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This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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Options: No

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Identification of the project

Grant funding may become available to a Customer Organisations in the future in which event this information will be made available to the Economic Operator

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 11

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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 222-547385](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

9 June 2021

Local time

2:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

9 June 2021

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4 years

VI.3) Additional information

Over 73 public sector organisation in Wales have committed to the NPS in principle, including all Local Authorities, NHS bodies, Welsh Government, Welsh Government Sponsored Bodies, the Police, Fire and Rescue Services, Higher and Further Education.

In accordance with Regulation 33(5) of the Public Contracts Regulations 2015 (as amended), these procedures for awarding call-off contracts under the framework may be applied only between the contracting authorities clearly identified in the tender documentation.

A copy of this list has been uploaded in the suppliers attachment area of the ITT at the time the notice was published to ensure compliance with the requirements of the Public Contracts Regulations.

The Welsh Ministers (NPS) will not be liable for any bidder costs arising from the non award of the framework.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=110352

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives. Accordingly, contract performance conditions may relate in particular to social and environmental considerations. The Community Benefits included in this contract are:

Bidders will be required to submit a Social Value Proposal, setting out how they will deliver Social Value through the Framework. The Framework Supplier(s) will be expected to deliver and report on the subsequent delivery of Social Value detailed in their proposal, throughout the life of the Framework. Further information is available in the ITT.

(WA Ref:110352)

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