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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](mailto: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](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

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## **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

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**

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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.1.3) 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

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## **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](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