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Contract

Public Health Wales respiratory vaccines campaign

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

F03: Contract award notice

Notice identifier: 2021/S 000-012536

Procurement identifier (OCID): ocds-h6vhtk-0295cb

Published 4 June 2021, 10:15am

Section I: Contracting authority

I.1) Name and addresses

NHS Wales Shared Services Partnership-Procurement Services (hosted by Velindre University NHS Trust)

4-5 Charnwood Court,, Heol Billingsley, Parc Nantgarw

Cardiff

CF15 7QZ

Contact

Shannon Mason

Email

Shannon.Mason@wales.nhs.uk

Telephone

+44 1443848585

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://nwssp.nhs.wales/ourservices/procurement-services/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0221

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Health

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Public Health Wales respiratory vaccines campaign

Reference number

PHW-OJEU-46916

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

Public Health Wales invite creative communications agencies to tender for the delivery of key communication and marketing elements of the national Public Health Wales respiratory vaccines 2021/22 campaign, with the option to extend to 2022/23. The elements of the campaign required to be delivered by the appointee are set out in the tender documents (that are available via <https://etenderwales.bravosolution.co.uk/web/login.shtml>) and will include influenza vaccine and may include COVID-19 vaccine if established as a seasonal programme.

Building on the Beat Flu/Curwch Ffliw campaign previously, this campaign will aim to protect the health of the public in Wales by reducing the impact of flu and COVID-19. It should do this by targeting multiple elements, including by highlighting the dangers of both flu and COVID-19, and encouraging eligible individuals to be vaccinated.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £165,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Public Health Wales invite creative communications agencies to tender for the delivery of key communication and marketing elements of the national Public Health Wales respiratory vaccines 2021/22 campaign, with the option to extend to 2022/23. The elements of the campaign required to be delivered by the appointee are set out in the tender documents (that are available via <https://etenderwales.bravosolution.co.uk/web/login.shtml>) and will include influenza vaccine and may include COVID-19 vaccine if established as a seasonal programme.

Building on the Beat Flu/Curwch Ffliw campaign previously, this campaign will aim to protect the health of the public in Wales by reducing the impact of flu and COVID-19. It should do this by targeting multiple elements, including by highlighting the dangers of both flu and COVID-19, and encouraging eligible individuals to be vaccinated.

The delivery of the campaign will be awarded as a one-year contract with an option to extend for a further 12 months, however, this is subject to annual review of supplier performance against the KPIs.

A draft of the mid-season report is expected by the end of December each year and final end of season report by 31 March the following year.

There is an option to extend for a further 12 months subject to funding.

II.2.5) Award criteria

Quality criterion - Name: Quality Criterion / Weighting: 90%

Cost criterion - Name: Commercial Criterion / Weighting: 10%

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

II.2.14) Additional information

The tender documentation will be published via
<https://etenderwales.bravosolution.co.uk/web/login.shtml> Tuesday 03rd March 2021

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-003683](#)

Section V. Award of contract

Contract No

PHW-OJEU-46916

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 June 2021

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Golley Slater

Wharton Place, Wharton Street

Cardiff

CF101GS

Telephone

+44 2920388621

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £165,000

Total value of the contract/lot: £165,000

Section VI. Complementary information

VI.3) Additional information

N/A

(WA Ref:111065)

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

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Precise information on deadline(s) for review procedures:

NHS Wales Shared Services Partnership on behalf of Public Health Wales NHS Trust will allow a minimum 10 calendar day standstill period between notifying the award decision and awarding the contract.

Unsuccessful tenderers and applicants are entitled to receive reasons for the decision, including the characteristics and relative advantages of the winning bid and the reasons why the tenderer/applicant was unsuccessful.

Should additional information be required it should be requested of the addressee in section I.1.

Aggrieved parties who have been harmed or are at risk of harm by breach of the procurement rules have the right to take action in the High Court (England and Wales). Any such action is subject to strict time limits in accordance with the Public Contracts (Amendments) Regulations 2015.