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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](mailto: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](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

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**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

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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.2.1) Previous publication concerning this procedure**

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

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## **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

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## **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.

