

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/014171-2023>

Contract

## **Ambassador Conference Programme Wales**

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2023/S 000-014171

Procurement identifier (OCID): ocids-h6vhtk-03982b

Published 18 May 2023, 12:10pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

#### **Email**

[CPSProcurementAdvice@gov.wales](mailto:CPSProcurementAdvice@gov.wales)

#### **Telephone**

+44 3000257095

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://gov.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

General public services

---

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Ambassador Conference Programme Wales

Reference number

C225/2022/2023

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Welsh Government contract to continue with the development and lead management of the Ambassador Conference Wales / Llysgennad Cymru programme.

#### **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: £149,240

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79411100 - Business development consultancy services
- 73000000 - Research and development services and related consultancy services
- 79310000 - Market research services

### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

### **II.2.4) Description of the procurement**

Welsh Government contract to continue with the development and lead management of the Ambassador Conference Wales / Llysgennad Cymru programme. Objectives aligned to the programme will need to include implementation and development of existing efforts for the development and management of a successful Ambassador Conference Programme for Wales. The successful contractor will work with the Universities, Academics, Destinations and most importantly the Ambassadors to position Wales as a viable event location.

### **II.2.5) Award criteria**

Quality criterion - Name: Evidence your understanding and knowledge of delivering successful campaigns and projects for Business Events. / Weighting: 30

Quality criterion - Name: Demonstrate your understanding and knowledge of the Business Events industry in Wales, / Weighting: 30

Quality criterion - Name: Evidenced understanding of negotiating different priorities to a range of stakeholders, to meet regional objectives across Wales and of working with Government bodies / Weighting: 10

Quality criterion - Name: Demonstrate sufficient resource to deliver an effective Ambassador Conference Programme for Wales / Weighting: 10

Price - Weighting: 20

### **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 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: [2023/S 000-001413](#)

---

## **Section V. Award of contract**

### **Contract No**

C225/2022/2023

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

### **V.2.3) Name and address of the contractor**

Sarah Fleming Associates Ltd

65A London Road

Alderley Edge

SK97DY

Telephone

+44 7887930066

Country

United Kingdom

NUTS code

- UKD62 - Cheshire East

The contractor is an SME

Yes

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

Total value of the contract/lot: £149,240

---

## Section VI. Complementary information

### VI.3) Additional information

E-TENDER INFORMATION:

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

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click “Forgot your password?”
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).
- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
- Tenders must be uploaded to the BravoSolution portal by 2pm

## HOW TO FIND THE ITT:

- Once logged in you must click on 'ITT's Open to all Suppliers'
- The etender references for this contract are: Project\_51846 and

ITT\_99302

- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.
- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

[http://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=126149](http://www.sell2wales.gov.wales/search/search_switch.aspx?ID=126149)

(WA Ref:126149)

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:

as described in the tender documents

The buyer considers that this contract is suitable for consortia bidding.

(WA Ref:130200)

## **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