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Tender

## **Advocacy And Defence Communications**

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2023/S 000-015597

Procurement identifier (OCID): ocids-h6vhtk-03d30b

Published 1 June 2023, 3:34pm

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

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

Hybu Cig Cymru-Meat Promotion Wales

Ty Rheidol, Parc Merlin

Aberystwyth

SY23 3FF

#### **Contact**

Bryan Regan

#### **Email**

[bregan@hybucig.cymru](mailto:bregan@hybucig.cymru)

#### **Telephone**

+44 1970625050

#### **Country**

United Kingdom

**NUTS code**

UKL1 - West Wales and the Valleys

**Internet address(es)**

Main address

<http://hccmpw.org.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA24146](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146)

**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://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the following address:

Hybu Cig Cymru-Meat Promotion Wales

Hybu Cig Cymru

Aberystwyth

**Email**

[requests@hybucig.cymru](mailto:requests@hybucig.cymru)

**Country**

United Kingdom

**NUTS code**

UKL1 - West Wales and the Valleys

**Internet address(es)**

Main address

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

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

Body governed by public law

**I.5) Main activity**

Other activity

Development and Promotion Of Welsh red meat

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## **Section II: Object**

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

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

Advocacy And Defence Communications

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

- 79416000 - Public relations services

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

Services

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

HCC requires tenderers who can prepare and deliver high impact and cost-effective advocacy and defence communications on behalf of the Welsh red meat industry.

#### **II.1.5) Estimated total value**

Value excluding VAT: £225,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79416000 - Public relations services

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

NUTS codes

- UKL1 - West Wales and the Valleys

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

HCC requires tenderers who can prepare and deliver high impact and cost-effective advocacy and defence communications on behalf of the Welsh red meat industry.

The successful tenderer will be required to devise and deliver advocacy and defence communications based upon evidence-based data and intelligence which will deliver HCC's communications objectives and key messages (which are set out in Appendix 2 of this ITT).

It will be important that the successful tenderer can work collaboratively with HCC's in house marketing and communications team, and where relevant our brand marketing agency, in order to ensure a collaborative, joined up approach and no duplication of effort.

As such this tender seeks to appoint a supplier that can enhance and elevate our communications work and does not duplicate the following:

- Brand marketing campaigns
- Retail promotions
- BAU press and media relations to consumers (ie selling in recipes, competitions , campaign updates etc)
- BAU social media (ie recipe inspo, farmer case studies, health and nutrition content)
- Consumer events attendance (ie food fairs and festival demonstrations and sampling)

Tenderers are invited to propose how their communications approach will make use of internal resource (Press and Digital Officers) as part of their overall approach in order to ensure VFM.

It is also important to HCC that this contract will be carefully managed so that the relevant services and materials are provided on time, within applicable budgets and to the high quality that HCC demands.

HCC wishes to be able to evaluate the return on investment that any communications in which it invests provides. Therefore, HCC is asking tenderers to explain the methodology for measuring ROI.

Tenderers will need to demonstrate that the individuals put forward to work on this contract have the skills and experience to satisfy the above requirements.

Key audiences and messages are within the full ITT available on the HCC website

#### **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

33

This contract is subject to renewal

Yes

Description of renewals

This Agreement shall continue in force until midnight on 31st March 2024; HCC shall be entitled to extend the term of this Agreement for up to one (1) period of up to twenty four (24) months, such period to commence on 1st April 2024.

## **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: No

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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.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Date

3 July 2023

Local time

8:00am

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

3 July 2023

Local time

8:30am

Place

Aberystwyth

Information about authorised persons and opening procedure

Access to the requests mailbox is only available to HCC's Head Of Finance And Corporate Governance, who is not part of the evaluation team



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=132041](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=132041).

(WA Ref:132041)

### **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