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Award

## **Welsh Language Transmission Interventions**

Welsh Government

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-016809

Procurement identifier (OCID): ocds-h6vhtk-03484e

Published 20 June 2022, 1:47pm

### **Section I: Contracting authority/entity**

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

Welsh Government

Corporate Procurement Services, Cathays Park

Llandudno Junction

CF10 3NQ

#### **Contact**

James Roberts

#### **Email**

[james.roberts@gov.wales](mailto:james.roberts@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.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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

Welsh Language Transmission Interventions

**II.1.2) Main CPV code**

- 73300000 - Design and execution of research and development

**II.1.3) Type of contract**

Services

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

Welsh Government (WG) intend to award a contract to appoint specialists in behavioural science to work in collaboration with WG and partners to create and trial interventions and/or to improve existing interventions to support parents to transmit the Welsh language to their children.

#### **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: £166,666

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

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

NUTS codes

- UKL - Wales

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

Negotiated Procedure

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

Price

#### **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 IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

This is a voluntary ex ante transparency notice and is intended to provide notice of the Authority's intention to award a contract to deliver practical interventions to increase the use of Welsh in families by looking at the wide variety of interventions used with families in non-Welsh-language related fields.

Welsh Government will observe a 30 day standstill period from the date of publication of this VEAT, during which time will not enter into a contractual agreement.

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union Justification for selected award procedure: Negotiated Procedure without competition

The procurement falls within the scope of application of the Directive: The works, supplies or services can be provided only by a particular economic operator for the following reason: absence of competition for technical reasons

Welsh language transmission and behavioural change techniques and communication area of work is a highly specialist field with a limited amount of operators. Claremont Communications have already completed the initial phase of work via an open mini competition through the Crown Commercial Services framework (RM3796).

Claremont Communications therefore developed a detailed knowledge base on intergenerational transmission based on behavioural science, and are familiar with the content and proposed actions of the National policy on Welsh language transmission and use in families and the stakeholders and partners that will be part of the new project, they are best placed to complete this second phase of work and would represent value for money for Welsh Government. Onboarding a new contractor at this stage would cause significant

inconvenience and substantial duplication of costs .

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

The procurement is covered by the Government Procurement Agreement: Yes

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

#### **Contract No**

C091/2022/2023

A contract/lot is awarded: Yes

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

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

26 May 2022

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

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

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

Claremont Communications

108 Clerkenwell Workshops, Clerkenwell Close

London

EC1R0AT

Country

United Kingdom

NUTS code

- UKI - London

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £166,666

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## **Section VI. Complementary information**

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

(WA Ref:121823)

### **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