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Tender

## **Llywodraeth Cymru/Welsh Government Bwndel Babi/Baby Bundle Programme**

Llywodraeth Cymru / Welsh Government - Commercial Delivery

F02: Contract notice

Notice identifier: 2023/S 000-018555

Procurement identifier (OCID): ocids-h6vhtk-03c54d

Published 29 June 2023, 2:58pm

The closing date and time has been changed to:

**14 August 2023, 2:00pm**

See the [change notice](#).

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

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

Llywodraeth Cymru / Welsh Government - Commercial Delivery

T'yr Afon, Bedwas Road

Caerphilly

CF83 8WT

#### **Contact**

Angharad Simmonds

#### **Email**

[commercialprocurement.peoplecorporate@gov.wales](mailto:commercialprocurement.peoplecorporate@gov.wales)

**Telephone**

+44 3007900170

**Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://gov.wales/public-sector-procurement>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA27760](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA27760)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

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

Ministry or any other national or federal authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Llywodraeth Cymru/Welsh Government Bwndel Babi/Baby Bundle Programme

Reference number

C101/2023/2024

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

- 79920000 - Packaging and related services

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

Services

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

The Welsh Government procurement exercise is to secure a Supplier for the sourcing of products (including printed items), managing registrations and providing customer service, assembly, storage, and delivery of Baby Bundles across Wales.

The Bwndel Babi Programme is a Welsh Government Programme for Government commitment to provide a 'welcome to the world' gift, comprising of a range of essential items for the child's first months. The bundle will be provided free of charge to all new and expectant parents resident in Wales who register to receive one.

We require the successful contractor to be ready to receive registration forms for baby bundles from January 2024 with deliveries beginning in late February/early March 2024.

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

Value excluding VAT: £28,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 33750000 - Baby care products
- 64121200 - Parcel delivery services
- 79822500 - Graphic design services
- 79810000 - Printing services
- 79342200 - Promotional services
- 79920000 - Packaging and related services
- 79921000 - Packaging services
- 79823000 - Printing and delivery services
- 18411000 - Baby clothing

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

NUTS codes

- UKL - Wales

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

The Welsh Government is undertaking a procurement exercise to secure a Supplier for the sourcing of products (including printed items), managing registrations and providing customer service, assembly, storage, and delivery of Baby Bundles across Wales.

The Bwndel Babi Programme is a Welsh Government Programme for Government commitment to provide a 'welcome to the world' gift, comprising of a range of essential items for the child's first months. The bundle will be provided free of charge to all new and expectant parents resident in Wales who register to receive one.

The contract will have the potential for a requirement of between 25,000 to 29,000 bundles per year but is based on new and expectant parents registering for a Bundle and therefore is subject to change.

The Welsh Government is seeking to contract with a single organisation or consortium to provide (or sub-contract to provide) the following elements of the Bwndel Babi Programme

in an environmentally friendly and conscious way. (Please note full requirements are detailed in the Specification):

-Registration and raising awareness – including printing of Programme material including leaflets, registration forms, posters, welcome cards and health information leaflets. This will also involve verifying and processing registrations and maintaining Customer data.

-Sourcing and supply of Baby Bundles – including sourcing of the contents of the Bundle through well-established supply chains and ensuring all items meet quality standards, storage of the items (min 6000 complete bundles) and processing of orders.

-Delivery of Baby Bundles - including scheduling and confirming deliveries, retrieval of items/bundles due to cancellations.

-Customer care and aftercare - including providing a free to call bilingual (Welsh/English) customer support telephone service, managing customer enquiries and complaints and signposting.

-Reporting and Project management - including management of the Contract to Specification requirements, reporting on data and key performance indicators.

The contract is intended to last for up to five years.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £28,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

#### **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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-012365](#)

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

Originally published as:

Date

31 July 2023

Local time

2:00pm

Changed to:

Date

14 August 2023

Local time

2:00pm

See the [change notice](#).

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

English, Welsh

**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

31 July 2023

Local time

3:00pm

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

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

A virtual Bidder Briefing Event has been scheduled for Friday 7th July at 10:30am. To register your attendance please contact [commercialprocurement.peoplecorporate@gov.wales](mailto:commercialprocurement.peoplecorporate@gov.wales)

To access the eTender related to this Contract Notice, you will need to register with <https://etenderwales.bravosolution.co.uk/home.html> and access itt\_103748

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at [https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=132713](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=132713)

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:

The Client has included a Social Value criterion through which Community Benefits will be assessed.

(WA Ref:132713)

The buyer considers that this contract is suitable for consortia.

### **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

