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Tender

## **Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services**

Natural Resources Wales

F02: Contract notice

Notice identifier: 2023/S 000-018933

Procurement identifier (OCID): ocds-h6vhtk-03de7e

Published 4 July 2023, 9:07am

The closing date and time has been changed to:

**15 August 2023, 9:30am**

See the [change notice](#).

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

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

Natural Resources Wales

Ty Cambria House, 29 Newport Road

Cardiff

CF24 0TP

#### **Contact**

Keith Edwards

#### **Email**

[keith.edwards@cyfoethnaturiolcymru.gov.uk](mailto:keith.edwards@cyfoethnaturiolcymru.gov.uk)

**Telephone**

+44 3000654079

**Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://naturalresourceswales.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0110](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0110)

**I.3) Communication**

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

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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/web/login.shtml>

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

National or federal Agency/Office

**I.5) Main activity**

Environment

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## **Section II: Object**

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

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

Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services

Reference number

itt\_103854

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

- 79822500 - Graphic design services

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

Services

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

NRW is seeking to award a framework for the supply of; Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services.

The framework will be divided into 5 lots as set out below.

Lot 1: Bilingual Brand Development and Publications

Lot 2: Bilingual Graphic Panels and Recreation Display Materials

Lot 3: Bilingual Event Management Service, including Event Presentation Materials and sustainable merchandising

Lot 4: Bilingual Video Animation

Lot 5: Bilingual Editorial Service

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

Value excluding VAT: £1,500,000

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

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots  
5

## **II.2) Description**

### **II.2.1) Title**

Bilingual Brand Development and Publications

Lot No

1

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

- 79820000 - Services related to printing

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

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

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

NRW's brand is best described as one of our most valuable assets in relation to both our reputation, and visibility. It is essential that the resultant Framework Agreement not only continues to support work undertaken to date but offer advice on future development and visual presentation of our Brand and associated identity.

In addition to the above, our Communications Team require the supplier to design and produce the following: - (please note this list is indicative, representing 'typical' publications and other types of publications may be required).

- Leaflets
- Advertisements
- Newsletters

- Reports
- Brochures etc.,

Please note:- LOT 1 includes any mapping and illustrations required for projects, to be shared with any other lots when needed. NRW will provide the content for these projects and require the supplier to provide on brand, bilingual publications.

#### **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

48

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

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

#### **II.2.1) Title**

Bilingual Graphic Panels and Recreation Display Materials

Lot No

2

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

- 31682230 - Graphic display panels

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

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

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

NRW have approximately 1900 people working across Wales undertaking various tasks and roles. These are best communicated and promoted by the creation and assembly of outdoor and indoor information, interpretation and promotion materials e.g. mapping and illustration panels for recreation, education and some community projects. We need to inspire the public and inform visitors what's there, why it's important and share their experiences with others. These will be required on an as and when delivery basis over the term of the Framework Agreement.

Please note:- LOT 2 includes any mapping and illustrations required for projects, to be shared with any other lots when needed. NRW will provide the content for these projects and require the supplier to provide on brand, bilingual publications.

### **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

48

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

## **II.2) Description**

### **II.2.1) Title**

Bilingual Event Management Service, including Event Presentation Materials and Sustainable Merchandising

Lot No

3

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

- 79952000 - Event services

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

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

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

NRW have had success in promoting and communicating the diversity of our services; e.g. the forestry and agricultural sectors, including but not limited to issues from water and flood defences to countryside management at two key events, The Royal Welsh Show and the Eisteddfod Festival.

We are committed to repeating both our attendance and success at both of these events for the foreseeable future, as well as looking for other event opportunities to promote our services in the most effective way possible; accordingly, we are looking for a supplier who can work with our communications team to deliver a 'managed service' including but not limited to:- project management, design, transportation, installation, hosting and

presenting.

Events supported by NRW are all about interaction between those hosting the event, fellow exhibitors and visitors. Whilst not an exhaustive list NRW believe the key benefits of Event and Display Materials as: -

- Giving a human face to our organisation;
- Providing information directly and personally to our customers;
- Receiving direct feedback from customers and stakeholders;
- Launching initiatives to a target audience; either as part of or alongside the main event. This could also include policy approaches;
- Providing keynote speaking opportunities;
- Providing other opportunities for more specialist contact through seminars, clinics or on-stand presentations;
- Providing us with an opportunity to work with our partners;
- Improving public/community relations and instil goodwill;
- Enhancing or managing our reputation and profile;
- Raising our brand image and public profile;

Whilst not limited to; NRW require the design, build and production with associated event management for: -

- Stand design and build
- Staging and Materials for events (including consumables)
- Display Materials, such as

pull-ups

banners

nomadic design and creation of models and family activities

NRW have previously and expect in future to have a presence at national and local events



including the Eisteddfodau and the Royal Welsh Show. This lot also covers both external and internal ad hoc conferences and workshops.

NRW holds a Team NRW day – our staff conference which current thinking leads us to believe will be annual. This draws around 800 of our staff together for a day and we require a managed service for this, including the provision of food, exhibition materials and consumables.

In recognition of the significance of these events it is essential that supplier(s) work with NRW's communications team to ensure that all projects and outputs are delivered according to our business objectives and plans and essentially be reflective of our values and identity.

Resultant designs and publications etc., must be in both English and Welsh - but not separate designs

NRW requires the supplier to assist in:

- Bringing ideas to life by creating compelling stories;
- Building upon and protecting our reputation;
- Delivering and supporting bespoke guest experiences and unique activities;
- Innovative hands on activities for event visitors;
- Providing an onsite presence to support hospitality and on-site assistance;

#### **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

48

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

## **II.2) Description**

### **II.2.1) Title**

Bilingual Video Animation

Lot No

4

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

- 92100000 - Motion picture and video services

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

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

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

NRW recognise that video animation is a useful resource to captivate and inform people of the work undertaken by NRW and its partners.

NRW's communications team will provide a brief/concept, for example our subtitling requirements for all productions and creation of video animation.

NRW's communications team will provide a brief for all projects. The resultant videos etc., must be in both English and Welsh – but not separate designs

Videos should not only be instantly recognisable as NRW, but captivate, inform the audience and possibly incorporate interactive approaches.

#### **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

48

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

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

#### **II.2.1) Title**

Bilingual Editorial Service

Lot No

5

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

- 79822000 - Composition services

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

NUTS codes

- UKL - Wales

Main site or place of performance

Across and throughout Wales

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

NRW recognises the value and importance of editing, copywriting, copyediting, proof reading and transcreation services. Noting that any publication/materials with formatting and typographical errors etc., not only give a bad impression, but can distract the recipient/reader of the authenticity and professionalism of the source and alter their perceptions and views.

Bilingual editorial services will be required in the preparation of written, visual, audible, and film media that NRW use to convey information. Please Note that NRW have a bilingual style guide and tone of voice guidelines. This will be shared with the successful tenderer(s).

Resultant designs and publications etc., must be in both English and Welsh – but not separate designs

#### **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

48

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Please refer to tender documentation.

#### **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

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to tender documents.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 5

#### **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**

Originally published as:

Date

3 August 2023

Local time

9:30am

Changed to:

Date

15 August 2023

Local time

9:30am

See the [change notice](#).

**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: 3 (from the date stated for receipt of tender)

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

Date

3 August 2023

Local time

9:30am

Place

Cardiff

Information about authorised persons and opening procedure

Procurement Lead

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 4 years' time

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

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

INSTRUCTIONS FOR SUBMITTING AN EXPRESSION OF INTEREST / COMPLETING THE ITT

i) Suppliers should register on the eTendering portal

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

ii) Once registered, suppliers must express their interest as follows

a) login to the eTendering portal

b) select ITT'

c) select 'ITTs Open To All Suppliers'

d) access the listing relating to the contract (itt\_103854 - Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services 2023) and view details

e) click on 'Express Interest' button in the 'Actions' box on the left hand side of the page

iii) Once you have expressed interest, the ITT will move to 'My ITTs', where you can view the opportunity and download the documentation and where you can construct your reply as instructed. You must then publish your reply using the publish button.

iv) For any support in submitting your expression of interest, please contact the



eTendering helpdesk on 0800 0112470 or at [help@bravosolution.co.uk](mailto:help@bravosolution.co.uk).

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=132852](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=132852)

(WA Ref:132852)

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