

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/020513-2022>

Contract

Media Buying Services (III) Framework

Welsh Government - Commercial Delivery

F03: Contract award notice

Notice identifier: 2022/S 000-020513

Procurement identifier (OCID): ocds-h6vhtk-032afa

Published 27 July 2022, 3:59pm

Section I: Contracting authority

I.1) Name and addresses

Welsh Government - Commercial Delivery

T'yr Afon, Bedwas Road

Caerphilly

CF83 8WT

Email

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

National Contracting Body

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Buying Services (III) Framework

Reference number

WGCD-PCS-116-22

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Welsh Government Commercial Delivery on behalf of the Welsh Public Sector wishes to establish a collaborative Framework Agreement for Media Buying Services.

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: £16,400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This Framework will primarily be a function for buying media space and the placing of adverts and Public and Legal Notices in the chosen media, with the provision of basic design and typesetting. The award will be on the basis of a single source supplier for Wales.

II.2.5) Award criteria

Quality criterion - Name: Technical Weighting / Weighting: 700

Cost criterion - Name: Commercial Weighting / Weighting: 300

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

The procurement involves the establishment of a framework agreement

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: [2022/S 000-009311](#)

Section V. Award of contract

Contract No

WGCD-PCS-116-22

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 July 2022

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Golley Slater Group

Wharton Place, Wharton Street

Cardiff

CF101GS

Telephone

+44 7738529837

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £16,400,000

Section VI. Complementary information

VI.3) Additional information

Over 73 public sector organisation in Wales have committed to the Welsh Government Commercial Delivery (WGCD) in principle, including all Local Authorities, NHS bodies, Welsh Government, Welsh Government Sponsored Bodies, the Police, Fire and Rescue Services, Higher and Further Education.

In accordance with Regulation 33(5) of the Public Contracts Regulations 2015 (as amended), these procedures for awarding call-off contracts under the framework may be applied only between the contracting authorities clearly identified in the tender documentation.

A copy of this list has been uploaded in the suppliers attachment area of the ITT at the time the notice was published to ensure compliance with the requirements of the Public Contracts Regulations.

The Welsh Ministers (WGCD) will not be liable for any bidder costs arising from the non award of the framework.

(WA Ref:123509)

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