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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](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.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

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## **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

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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

#### **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](#)

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## **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

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## **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