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Tender

**C079/2023/2024**

Llywodraeth Cymru / Welsh Government

F02: Contract notice

Notice identifier: 2023/S 000-023398

Procurement identifier (OCID): ocds-h6vhtk-03eea9

Published 10 August 2023, 1:28pm

## **Section I: Contracting authority**

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

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

#### **Email**

[CPSProcurementAdvice@gov.wales](mailto:CPSProcurementAdvice@gov.wales)

#### **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.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained 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>

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/web/login.shtml>

### **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**

C079/2023/2024

Reference number

Visit Wales Marketing, TT & PR – Germany

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

- 79416100 - Public relations management services

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

Services

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

Tourism is a highly competitive global industry. It is imperative not only to develop a dynamic customer focus, but also articulate clearly what makes Wales unique. Wales is well placed to compete with the best and can offer a rich culture and heritage, a landscape of high scenic quality, a unique coastline and a diversity of experiences contributing to our visitors' mental and physical well-being. It will be the experiences that differentiate Wales from other destinations that will resonate most memorably with our visitors.

The Welsh Government's Tourism and Marketing Division are responsible for delivering activities that support the sustainable development of the visitor economy, as well as activities to build Wales' reputation and performance as a place to visit, invest, work and study. The tourism and hospitality sector plays an important role to the Welsh economy, representing 11.8% and 9.6% of the Welsh workforce, respectively. The visitor economy also acts as a lynchpin for broader economic development, and these businesses provide important social and wellbeing hubs for our communities.

Our ambition is to grow tourism for the good of Wales. This means economic growth that delivers benefits for people and places, including environmental sustainability, social and cultural enrichment and health benefits. The tourism strategy takes as its basis Wales' distinctive Wellbeing of Future Generations (Wales) Act 2015, and 'mainstreams' its vision through everything we do.

The sector has still not fully recovered from the pandemic and the cost-of-living crisis is

hampering the recovery. We have always been clear that our work now is to concentrate on building back to pre-pandemic international visitor and spend figures and indeed grow those figures.

A German speaking expert team is required to work with Welsh Government's Tourism and Marketing department to deliver the market-facing consumer marketing campaign, on-territory Travel Trade service, Business Events exhibition support, and targeted activity, plus PR and Media Relations activity over the contract duration.

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

Value excluding VAT: £260,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 48480000 - Sales, marketing and business intelligence software package
- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- DE - Germany

Main site or place of performance

The contract delivery will primarily take place in Germany.

## II.2.4) Description of the procurement

Bidders are invited to submit Bids to be awarded the Contract for Visit Wales Marketing, TT & PR – Germany.

The Contract is for the delivery of the Services as described in the Specification and will endure for the time period set out in paragraph 5 below.

For information purposes the potential value of the Contract is estimated to be GBP260,000 exc. VAT (GBP312000 inc. VAT). The potential value of the possible extension is estimated to be GBP260,000 exc. VAT (GBP312000 inc. VAT).

E-Tender Information:

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

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click “Forgot your password?”
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for

example if they have left your Organisation).

- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.

- Tenders must be uploaded to the BravoSolution portal by 2pm

How To Find The ITT:

- Once logged in you must click on 'ITT's Open to all Suppliers'

- The e-tender references for this contract are: itt\_104778.

- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.

- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.

- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

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

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

A 24 month extension option is available dependent on budget availability and supplier performance review at the end of contract year 2.

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

Date

14 September 2023

Local time

2:00pm

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

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

Date

15 September 2023

Local time

10:00am

Place

WG Secure Laptop

Information about authorised persons and opening procedure

Procurement Manager Opens Tender

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

**VI.3) Additional information**

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=133841](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=133841)

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:

Community Benefits in a procurement context is about ensuring that wider social and economic issues are taken into account when tendering contracts, to maximise the investment as widely as possible. The Client is committed to delivering community benefits throughout Wales via its sourcing activity. Community Benefits will be a non-Core requirement and will not form part of the evaluation criteria. However, submission of a non-Core Community Benefits proposal will be a condition of a compliant bid. The successful Contractors will be required to implement the Community Benefits proposals once agreed with the Client.

(WA Ref:133841)

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