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Tender

## **Development of Branding for GCRE**

GCRE Ltd

F02: Contract notice

Notice identifier: 2022/S 000-024511

Procurement identifier (OCID): ocds-h6vhtk-035ab9

Published 1 September 2022, 4:10pm

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

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

GCRE Ltd

1 Scott Place, 2 Hardman Street

Manchester

M3 3AA

#### **Contact**

Tamara Evans

#### **Email**

[tamara.evans@gcre.wales](mailto:tamara.evans@gcre.wales)

#### **Telephone**

+44 7590603692

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://gov.wales/global-centre-rail-excellence-wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA81204](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA81204)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

Body governed by public law

**I.5) Main activity**

Other activity

Railway Technology Testing Facility

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## **Section II: Object**

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

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

Development of Branding for GCRE

Reference number

GCRE\_Proc\_00001

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

GCRE is seeking a creative, innovative and ambitious team to lead the development of brand, brand strategy,

identity and associated assets.

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

Value excluding VAT: £250,000

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

This contract is divided into lots: No

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

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

- 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

- UKL - Wales

Main site or place of performance

Cardiff and South Wales at a site located on land within the local authorities of Powys and Neath Port Talbot

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

The Global Centre of Rail Excellence will be an infrastructure and rolling stock testing and R&D facility which will create innovation opportunities to complement the testing offering and will offer bespoke Innovation accelerator, rolling stock and infrastructure testing, storage, decommissioning, maintenance and servicing asset to the industry and the wider supply-chain. GCRE is seeking a creative, innovative and ambitious team to lead the development of brand, brand strategy, identity and associated assets. GCRE is a working name adopted to establish the company and promote its concept and vision. It now wishes to develop and evolve the long-term brand strategy in an innovative and strategic manner, building on firm foundations to achieve long-term impact. It wishes to appoint and collaborate with an agency with the expertise, strategic perspective and consultative approach to conceive and develop brand / brand identity based on representative insight. To satisfy the requirements of this contract successfully, the successful supplier will need to

provide as a minimum:

? a comprehensive, engaging and easy-to-use set of brand standards / guidelines available in print and digital formats.

? a comprehensive asset library comprising assets in all suitable format.

Further scope detail can be found in Volume 1 of the ITT documentation, freely available via the eTenderWales portal:

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

Please refer to project\_51144 and ITT\_97449 - Development of Branding for GCRE to obtain the tender documentation.

The initial piece of work relating to the branding requirements is estimated at GBP100k. The Estimated Total Contract Value in this Contract Notice relates to the initial branding requirements and any other branding and/or marketing requirements that GCRE may request from the supplier from time to time during the contract period.

#### **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

12

This contract is subject to renewal

Yes

Description of renewals

Extension of up to a further 12 months (1 + 1)

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The initial piece of work is regarding the development of branding. However rates provided in the tender submission will also be used for any additional branding and/or marketing requirements requested by GCRE from time to time during the contract period (including any extension).

#### **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.2.14) Additional information**

Tender documents are available via the eTenderWales portal accessible here:

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

Please refer to project\_51144 and ITT\_97449 - Development of Branding for GCRE to obtain the tender documentation. Any queries and responses and circulars that may be issued during the tender period will be communicated exclusively via eTenderWales.

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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

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

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

As detailed in the Tender Documentation

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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: [2022/S 000-022059](#)

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

Date

6 October 2022

Local time

12:00pm

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

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

Date

6 October 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **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**

Tender documents are available via the eTenderWales portal freely accessible here:

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

Please refer to project\_51144 and ITT\_97449 - Development of Branding for GCRE to obtain the tender documentation. Any queries and responses and circulars that may be issued during the tender period will be communicated exclusively via eTenderWales. All queries and responses will be shared with all tenderers unless the query is deemed confidential or commercially sensitive. Please ensure that any confidential enquiries/clarifications are marked appropriately.

The initial piece of work relating to the branding requirements is estimated at GBP100k. The Estimated Total Contract Value in this Contract Notice relates to the initial branding requirements and any other branding and/or marketing requirements that GCRE may request from the supplier from time to time during the contract period.

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=124425](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=124425)

(WA Ref:124425)

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