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Contract

Communication & Marketing Framework Agreement

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2023/S 000-024832

Procurement identifier (OCID): ocds-h6vhtk-03a10d

Published 23 August 2023, 3:33pm

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

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://wales.gov>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communication & Marketing Framework Agreement

Reference number

F228/2022/2023

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A framework for delivering Welsh Government's communication and marketing requirements. The framework will be open for use by other public bodies.

1. Creative Design
2. Digital Services
3. Filming, Editing & Animation Services
4. Bespoke Stand Design & Build
5. Event / Conference Management
6. Evaluation / Research
7. Publicity Materials- Storage & Shipping
8. Audio Visual (AV) Services
9. Portable Publicity Equipment & Signage

Over the maximum 4 year period of the framework. The value of GBP 20m is the maximum anticipated spend on the framework. The Lot value figures provided are the

maximum anticipated for each Lot. Please note however that, as this is a framework agreement, the values provided are only estimates and cannot be guaranteed.

The framework will predominantly be used by Welsh Government but may also be accessed by Customer Organisations that have signed up to the Welsh Government Commercial Delivery (WGCD).

A full list of Customer Organisations eligible to use the Agreement can be found attached.

- Welsh Ministers, their agencies, sponsored and statutory bodies and other contracting authorities funded by them, whether or not they

operate independently of Welsh Ministers

- The Welsh Assembly Commission

- Any company, limited liability partnership or other corporate entity wholly or partly owned by or controlled (directly or indirectly) by

Welsh Government

- UK Government, their agencies, companies and limited liability partnerships or other entities, wholly or partly owned by or controlled by departments of the UK Government and which operate in Wales. Non-ministerial governmental departments which operate devolved

offices in Wales

- Local Authorities in Wales their agencies, companies and limited liability partnerships or other corporate entities wholly or partly owned by or controlled by and any county and county borough, city, community or other council or local authority in Wales

- Contracting authorities established for the provision of culture, media and sport in Wales

- NHS Health Boards in Wales, NHS Trusts in Wales, Special Health Authorities in Wales, Community Health Councils in Wales, the NHS

Wales Shared Services Partnership and Board of Community Health Councils and any other contracting authorities operating within or on

behalf of the NHS in Wales

- Higher and further education bodies in Wales, including colleges, community colleges and universities, WEA Cymru and Colleges Wales

- Police and crime commissioners and police forces in England and Wales; national park, and fire and rescue authorities in Wales
- Wales Council for Voluntary Action and associated bodies
- Registered social landlords on the Welsh Government maintained register.
- Schools, sixth-form colleges, foundation schools and academies in Wales (but not independent schools)
- HM Inspectorate of Schools in Wales (Estyn);
- One Voice Wales (Town & Community Councils) and town & community councils in Wales
- Where applicable, the above shall include subsidiaries of the contracting authority at any level.

In the event of merger, abolition or change of any of the contracting authorities listed or referred to above, the successors to those

authorities or to their functions will also be able to enter into specific contracts under this Framework.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £20,000,000

II.2) Description

II.2.1) Title

Creative Design

Lot No

1

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

This Lot is for the design of communication materials required by the Client to meet defined communication objectives, capturing and delivering the required messages that form part of a communication plan.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Digital Services

Lot No

2

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Suppliers are sought with expertise in digital strategy development. To include research and developing customer insights, stakeholder engagement, setting appropriate objectives, tactical planning and developing an associated measurement and evaluation framework. Strategic projects might include supporting organizational digital transformation, domain strategy and architecture as well as specific channel activities – covering owned, earned and paid media.

All aspects of web design and build. To include information architecture, usability and customer-centric design, technical development and API integration across B2C and B2B sites. It is important that web development projects support the delivery of search friendly sites and KPI driven customer journeys.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Filming, Editing & Animation Services

Lot No

3

II.2.2) Additional CPV code(s)

- 92111000 - Motion picture and video production services

- 92110000 - Motion picture and video tape production and related services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful bidders will be required to develop scripts / use existing scripts and produce highly polished outputs for broadcast, social media and other web based clips.

Services required will include, but not be limited to;

Taking static communication briefs and developing a script / storyboard to bring the concept to life and which captures and engages the relevant targeted audience.

Producing adverts for television, short punchy, witty scripts are required, for training, education and informational briefs, scripts effective in both English and Welsh are required. A range of topics can be covered and require scripts and concepts which deliver complex and important information in a manner which ensures the audience remain interested and continue to watch etc. and which communicates the aims and objectives of the project. With regard to Welsh adverts, consideration should be given to ensuring language works within the context of the piece, pure translation is not always the best way to achieve this. Music, composition, the appropriate use of models as well as locations and props all add in bringing a script to life. Successful bidders will have expertise in generating ideas, sourcing music, models etc. and will understand and can address licensing issues etc., ensuring that a fully developed script is delivered which is compliant to all relevant regulations and meets the objectives of the individual brief.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Bespoke Stand Design & Build

Lot No

4

II.2.2) Additional CPV code(s)

- 39154100 - Exhibition stands
- 39154000 - Exhibition equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Design, construct and supply all the various elements in the production of both large bespoke standalone exhibition spaces, or smaller modular structures for either internal or external exhibitions which are eye catching, provide light and airy interiors and are versatile to accommodate a modern, fluid and imaginative exhibition.

Ensuring all structures are compliant with legislation and regulations. Provide the Client will all necessary documentation to demonstrate appropriate Health & Safety and accessibility guidelines are adhered to. Conducting risk assessment for each project and ensuring Client sign-off.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Event / Conference Management

Lot No

5

II.2.2) Additional CPV code(s)

- 79956000 - Fair and exhibition organisation services
- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers will be required to research and understand the aims and objectives of events, provide expert project management services, on-site support and liaison with all parties at the event itself.

Work closely with and maintain excellent relationships with the various suppliers and organisations in the production of the event.

Manage multiple contractors and in some instances multiple parties to ensure that planning and delivery remains on time and within budget, highlighting and managing issues as they arise.

Activity required may include venue sourcing, hotel bookings, the facilitation of delegate packs, name badges, AV, speaker sourcing and management, travel arrangement planning & management, press and PR – both for within the UK and overseas (working with travel agents as required). For conferences, requirements will include delegate recruitment and registration, database management and reporting for budget and planning management.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Audio Visual (AV) Services

Lot No

8

II.2.2) Additional CPV code(s)

- 32321300 - Audio-visual materials
- 32320000 - Television and audio-visual equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Suppliers are required to advise and undertake as appropriate all elements of planning, organising and providing a full range of audio visual support and access to the hire of quality Audio Visual equipment for a number of purposes such as exhibitions, road shows, product launch events, PR, award ceremonies, Internal and External meetings/presentations, etc.

Provide a wide range of AV equipment such as projectors, display screens, speaker system, radio mic's, computers and laptops, electronic voting systems as well as lighting, video capture/ simultaneous broadcasting of presenters and be able to work with both PC

& Mac formats.

Undertake installation, running and de-rigging of equipment, including advice and full technical support as and when needed, working with venues as appropriate to ensure that all aspects of health & safety are met.

Risk assessments must be undertaken on-site to ensure compliance with all industry regulations.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Publicity Materials - Storage & Shipping

Lot No

7

II.2.2) Additional CPV code(s)

- 39154000 - Exhibition equipment

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The successful supplier will need to work with the current supplier to arrange the handover / transportation / collection of materials. There will also be a requirement to conduct an inventory after collection of the materials.

Store and transport a wide range of exhibition and conference materials. Suppliers may be required to provide suitable warehouse facilities to store and maintain in good condition exhibition materials, stands (boxed or in parts), electronic items, brochures and furniture in dry, dust free and accessible premises.

There may also be a requirement for the storage, transportation and maintenance of the exhibition trailer listed at Annex 6 or the hire of a similar vehicle.

Storage should be available which is modular, i.e. can expand as additional materials are created and need storage. Packaging of items in bubble wrap or shrink-wrap will be required, especially when being sent out for delivery to event locations. Racking should be in place to store literature and clothing to ensure that is kept dry and secure.

Stock control management will be vital in ensuring that items are logged and reports issued on all elements stored and any call off of literature or equipment etc. An online stock management system is required that can be securely accessed by the Client.

Picking, packing and despatch services are required for delivery to multiple locations, as required and advised by the Client.

Visit Wales, a division of the Welsh Government, own a 25,000 sq foot storage facility located in Pencoed. A warehouse manager is required, to be available between the hours of 9-5pm, Monday to Friday. The warehouse manager will be responsible for the stock control, stock ordering, maintaining stock levels, arranging picking, packing and despatch of items as requested by the Client. An online ordering / tracking, stock management system must be provided, that can also be accessed by the Client.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Portable Publicity Equipment & Signage

Lot No

9

II.2.2) Additional CPV code(s)

- 39154000 - Exhibition equipment
- 34928470 - Signage
- 39154100 - Exhibition stands

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers must be able to provide various models of traditional publicity display materials including (but not limited to) roll-ups, portable modular stands and various banner systems with their casings.

In addition to the more traditional display equipment, suppliers must be able to offer a range of alternative, light-weight and portable equipment that can be transported, erected and dismantled by an individual with ease.

Successful suppliers must also be able to provide newer technologies including (but not limited to) digital display equipment, presentations for iPads / tablets and alternative methods of displaying information through portable systems.

In addition to the purchase of equipment, the Client will also be looking to loan equipment on an ad hoc basis.

Successful suppliers must have the ability to print / manufacture the graphic panels and undertake repairs to the various systems we may purchase as part of this Framework, as

well as those that we already have in stock, which includes roll-up banner stands and modular curved systems.

Suppliers may be required to set artwork for panels themselves or to work from supplied artwork which we provide – often at short-notice of around a week and sometimes requiring quick delivery. In addition the production of non-standard panels is required for larger exhibition stands and systems in various formats: lightweight material, vinyl, hardboard, flexi-board, stand-alone panels etc

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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.2.14) Additional information

See PQQ Documents

II.2) Description

II.2.1) Title

Evaluation / Research

Lot No

6

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Successful suppliers will be required to undertake research and evaluation via several mediums; face-to-face, interviews at events/exhibitions, follow up phone calls, interviews via the phone or via a survey etc. Within Wales, this will be conducted bilingually and in accordance with the Welsh Language Standards.

Reports will be required on the effectiveness of events / campaigns, materials distributed, feedback, staff, PR and general comments on the effectiveness of the event / campaign objectives and recommendations for moving forward.

Successful suppliers will be required to undertake questionnaire design and development, (either paper based or electronic/on-line), identifying a wide range of target audiences and how they can participate in the research, issuing and undertaking the required follow up.

For international events interviews may need to be conducted in the language of the country, or of the various guests. Local interviewers will need to be organised and managed accordingly.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

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

Restricted 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: [2023/S 000-002773](#)

Section V. Award of contract

Lot No

4

Title

Bespoke Stand Design & Build

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

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

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

EQUINOX GROUP

Equinox Park, 100 Jack Lane

Leeds

LS101BN

Telephone

+44 1132441300

Country

United Kingdom

NUTS code

- UKE4 - West Yorkshire

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Fernleigh Design Ltd

Unit 5 Parc Ty Glas , Llanishen

Cardiff

CF145DU

Telephone

+44 7930232903

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Leopold Marketing Limited

1 Plas Newydd, Eldon Square

Dolgellau

LL401RD

Telephone

+44 7711046645

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Open Space Creative Ltd

Atherstone, 2 Station Road Creigiau

Cardiff

CF159NT

Telephone

+44 2920890335

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Rocket Group

34 Halley Drive

Glasgow

G134DJ

Telephone

+44 1416289171

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Event Exhibition Ltd

Little Ground House, Bottlesford

Pewsey, Wiltshire

SN9 6LW

Email

david@event-exhibition.co.uk

Telephone

+44 7917373931

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)

Initial estimated total value of the contract/lot: £5,200,000

Total value of the contract/lot: £5,200,000

Section V. Award of contract

Lot No

1

Title

Creative Design

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 15

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

Number of tenders received from tenderers from non-EU Member States: 16

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: Yes

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.2.3) Name and address of the contractor

Icon Creative Design

The Chapel, 91 Caerphilly Road, Bassaleg

Newport

NP108LJ

Telephone

+44 1633897086

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Orchard Media and Events Group

Priority Business Park, Trade Street

Cardiff

CF105DT

Telephone

+44 2920100888

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

jamjar

39 High Street,

Cowbridge

CF717AE

Telephone

+44 1446771265

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cowshed

Park House, Greyfriars Road

Cardiff

CF103AF

Telephone

+44 7891814430

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Four Communications

20 St. Thomas Street

London

SE19BF

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)

Initial estimated total value of the contract/lot: £500,000

Total value of the contract/lot: £500,000

Section V. Award of contract

Lot No

2

Title

Digital Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 12

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

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Box UK Ltd

Capital Tower, Greyfriars Road,

Cardiff

CF103AE

Telephone

+44 2920228822

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

S8080 Ltd

Technium 1 , Kings Road

SWANSEA

SA18PH

Telephone

+44 1792398266

Country

United Kingdom

NUTS code

- UKL18 - Swansea

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

SBW Advertising

Cambrian Buildings, Mount Stuart Square

Cardiff

CF105FL

Telephone

+44 7810798244

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Waters Creative

Waters Creative, Axis 6, Axis Court, Mallard Way, Swansea Vale, Swansea

SWANSEA

SA70AJ

Telephone

+44 1792793352

Country

United Kingdom

NUTS code

- UKL18 - Swansea

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £4,400,000

Total value of the contract/lot: £4,400,000

Section V. Award of contract

Lot No

3

Title

Filming, Editing & Animation Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 13

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

Number of tenders received from tenderers from non-EU Member States: 13

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

BUFFOON MEDIA

Baglan Bay Innovation Centre , Central Avenue

Port Talbot

SA127AX

Telephone

+44 1639680364

Country

United Kingdom

NUTS code

- UKL17 - Bridgend and Neath Port Talbot

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

JM Creative

12 Plasturton Gardens

Cardiff

CF119HF

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Like an Egg Productions

Llanover House

Pontypridd

CF374DY

Telephone

+44 7500060169

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

On Par Productions

Office 2, 54a Bute Street, Meandros House

Cardiff

CF105AF

Telephone

+44 7787140901

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Rockadove Video Production

14 Drake Walk, Brigantine Place

Cardiff

CF104AN

Telephone

+44 2921660610

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Working Word

Ivor House, Bridge Street

Cardiff

CF102EE

Telephone

+44 2920455182

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £2,000,000

Section V. Award of contract

Lot No

5

Title

Event / Conference Management

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

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

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Freshwater UK Ltd

Raglan House, Cardiff Gate Business Park

Cardiff

CF238BA

Telephone

+44 2920304050

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Cazbah Ltd

PO Box 734,

Newport

NP209FJ

Telephone

+44 8447366150

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Genero Creative Group Ltd

Unit G, Ty verlon industrial estate

Barry

CF632BG

Telephone

+44 1446740043

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Grapevine Event Management

C/O Advantage Accountancy, Avalon House, 5-7 Cathedral Rd

Cardiff

CF119HA

Telephone

+44 7766995719

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Leopold Marketing Limited

1 Plas Newydd, Eldon Square

Dolgellau

LL401RD

Telephone

+44 7711046645

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Production 78 Ltd

Unit D12-D13 East Point Trading Estate, Spring Meadow Road

Cardiff

CF32GA

Telephone

+44 2921432171

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)

Initial estimated total value of the contract/lot: £3,200,000

Total value of the contract/lot: £3,200,000

Section V. Award of contract

Lot No

6

Title

Evaluation / Research

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 11

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Arad Research

8 Columbus Walk, Brigantine Place

Cardiff

CF104BY

Telephone

+44 2920440552

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Beaufort Research Ltd

2 Museum Place,

Cardiff

CF103BG

Telephone

+44 2920378565

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Hitch Marketing Ltd

Wirral International Business Park, Candy Park, Suite F, Old Hall Road

Bromborough

CH623PE

Telephone

+44 1513343486

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Grasshopper Communications Ltd

10 Llanthewy Road, Rhiwbina

Newport

NP204JR

Telephone

+44 7793382021

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Old Bell 3 Ltd (OB3 Research)

Browerdd, Llanarthne

Carmarthen

SA328HJ

Telephone

+44 7792609821

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Miller Research (UK) Ltd

Pen Y Wyrllod Farm, Llanvetherine

Abergavenny

NP78RG

Telephone

+44 1873851882

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Wavehill Ltd

21 Alban Square,

Aberaeron

SA460DB

Telephone

+44 1545571711

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Strategic Research and Insight Ltd

4 Park Court Mews, Park Place

Cardiff

CF103DQ

Telephone

+44 2920303100

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)

Initial estimated total value of the contract/lot: £2,500,000

Total value of the contract/lot: £2,500,000

Section V. Award of contract

Lot No

7

Title

Publicity Materials - Storage & Shipping

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Ginger Exhibitions Ltd

Block 2, Ty Coch Way

Cwmbran

NP447EZ

Telephone

+44 1633860230

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £800,000

Total value of the contract/lot: £800,000

Section V. Award of contract

Lot No

8

Title

Audio Visual (AV) Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Cleartechlive

Unit C6 Southpoint, Foreshore Road

Cardiff

CF104SP

Telephone

+44 2920678000

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Genero Productions Ltd

Unit 4, Unit G Priority Enterprise Park, Ty Verlon Ind Estate

Barry

CF632BG

Telephone

+44 1446724914

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MJ LIGHTS

MJ LIGHTS, 19 Eastbank Road

Newport

NP194PP

Telephone

+44 2920092700

Country

United Kingdom

NUTS code

- UKL21 - Monmouthshire and Newport

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Production 78 Ltd

Unit D12-D13 East Point Trading Estate, Spring Meadow Road

Cardiff

CF32GA

Telephone

+44 2921432171

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Sparq

Unit 5-6, Scala Court

Leeds

LS101JD

Telephone

+44 7436581911

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Tantrwm Ltd

66 Gadlys Road

Aberdare

CF448AD

Telephone

+44 1685876700

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £1,000,000

Section V. Award of contract

Lot No

9

Title

Portable Publicity Equipment & Signage

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 August 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: Yes

V.2.3) Name and address of the contractor

ACT

F1 Capital Point, Capital Business Park Parkway

Cardiff

CF32PY

Telephone

+44 2920817900

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

GENESIS MARKETING & EVENTS LTD

Unit 3, Glan-y-Llyn Industrial Estate, Cardiff Road

Cardiff

CF157JD

Telephone

+44 2920483111

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

MS Group t/a Morgans Consultancy

285 Cowbridge Road West

Cardiff

CF55TD

Telephone

+44 2920672828

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £400,000

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

Section VI. Complementary information

VI.3) Additional information

(WA Ref:134219)

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