

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/026419-2022>

Contract

## **Communications Plan for Marketing & Product Distribution**

Welsh Government

F03: Contract award notice

Notice identifier: 2022/S 000-026419

Procurement identifier (OCID): ocids-h6vhtk-036a28

Published 21 September 2022, 3:48pm

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

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

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

#### **Email**

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

#### **Telephone**

+44 3000257095

#### **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.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**

Communications Plan for Marketing & Product Distribution

Reference number

C020/2022/2023

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

- 75125000 - Administrative services related to tourism affairs

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

Services

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

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets. This opportunity will be split between the following 4 regional lots:

Lot 1 - North Wales

Lot 2 - Mid Wales

Lot 3 - West Wales

Lot 4 - South Wales

#### **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: £200,540

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

### **II.2.1) Title**

Communications Plan for Marketing & Product Distribution - North Wales Region

Lot No

1

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UKL - Wales

Main site or place of performance

North Wales region

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

Lot 1 - North Wales region

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets. Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc. With the above at its heart, the successful contractors will be required to research, prepare, present and deliver an effective, deliverable regional communications plan for 2022-2025 focussed on addressing the needs of their respective area and its make-up of businesses. Detail is required within the plan for year 1 (financial year 2022/23) and a broader delivery approach outlined for years 2 and 3. The contract will be for 3 years with an annual review break included to assess performance and outputs.

ITT Reference for lot 1 - 94970

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

Quality criterion - Name: Evidence your knowledge of the tourism sector in Wales, describe your approach to developing and delivering effective communication plans. /

Weighting: 30

Quality criterion - Name: Demonstrate your understanding and knowledge of effective stakeholder engagement through a variety of offline and online channels and how you will use this to deliver successful communication plans / Weighting: 30

Quality criterion - Name: Evidenced understanding of working with Government bodies and experience of delivering projects / strategies to Government bodies / Weighting: 10

Quality criterion - Name: Demonstrate sufficient resource to deliver effective regional communication plans / Weighting: 10

Price - Weighting: 20

#### **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**

Etender ITT Reference for Lot 1 - North Wales Region is 94970

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

#### **II.2.1) Title**

Communications Plan for Marketing & Product Distribution - Mid Wales Region

Lot No

2

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UKL - Wales

Main site or place of performance

Mid Wales Region

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

Lot 2 - Mid Wales Region

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets. Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc. With the above at its heart, the successful contractors will be required to research, prepare, present and deliver an effective, deliverable regional communications plan for 2022-2025 focussed on addressing the needs of their respective area and its make-up of businesses. Detail is required within the plan for year 1 (financial year 2022/23) and a broader delivery approach outlined for years 2 and 3. The contract will be for 3 years with an annual review break included to assess performance and outputs.

etender reference for lot 2 - Mid Wales Region - 94971

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

Quality criterion - Name: Evidence your knowledge of the tourism sector in Wales, describe your approach to developing and delivering effective communication plans. / Weighting: 30

Quality criterion - Name: Demonstrate your understanding and knowledge of effective stakeholder engagement through a variety of offline and online channels and how you will use this to deliver successful communication plans / Weighting: 30

Quality criterion - Name: Evidenced understanding of working with Government bodies and experience of delivering projects / strategies to Government bodies / Weighting: 10

Quality criterion - Name: Demonstrate sufficient resource to deliver effective regional communication plans. / Weighting: 10

Price - Weighting: 20

#### **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**

etender reference for lot 2 - Mid Wales Region is 94971

## **II.2) Description**

### **II.2.1) Title**

Communications Plan for Marketing & Product Distribution - West Wales Region

Lot No

3

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UKL - Wales

Main site or place of performance

West Wales region

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

Lot 3 - West Wales region

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets. Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the

proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc. With the above at its heart, the successful contractors will be required to research, prepare, present and deliver an effective, deliverable regional communications plan for 2022-2025 focussed on addressing the needs of their respective area and its make-up of businesses. Detail is required within the plan for year 1 (financial year 2022/23) and a broader delivery approach outlined for years 2 and 3. The contract will be for 3 years with an annual review break included to assess performance and outputs.

etender reference for lot 3 - West Wales Region - 94973

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

Quality criterion - Name: Evidence your knowledge of the tourism sector in Wales, describe your approach to developing and delivering effective communication plans. / Weighting: 30

Quality criterion - Name: Demonstrate your understanding and knowledge of effective stakeholder engagement through a variety of offline and online channels and how you will use this to deliver successful communication plans / Weighting: 30

Quality criterion - Name: Evidenced understanding of working with Government bodies and experience of delivering projects / strategies to Government bodies / Weighting: 10

Quality criterion - Name: Demonstrate sufficient resource to deliver effective regional communication plans. / Weighting: 10

Price - Weighting: 20

### **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**

etender reference for lot 3 - West Wales Region is 94973

## **II.2) Description**

### **II.2.1) Title**



## Communications Plan for Marketing & Product Distribution - South Wales Region

Lot No

4

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

- 75125000 - Administrative services related to tourism affairs

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

NUTS codes

- UKL - Wales

Main site or place of performance

South Wales region

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

Lot 4 - South Wales region

Welsh Government requires the development and delivery of regional tourism communication plans, to support Welsh Government's efforts to promote Wales globally to influential B2B (Business-to-Business) and B2C (B2C) markets. Successful communications rely, in part, on relationships built with trusted partners and stakeholders within destinations and regions. Visit Wales recognises that this work can be undertaken as supplementary to the mainstream communications, online and offline, that the proposed contractors already have in place e.g. industry news, training facilitation, events, webinars, etc. With the above at its heart, the successful contractors will be required to research, prepare, present and deliver an effective, deliverable regional communications plan for 2022-2025 focussed on addressing the needs of their respective area and its make-up of businesses. Detail is required within the plan for year 1 (financial year 2022/23) and a broader delivery approach outlined for years 2 and 3. The contract will be for 3 years with an annual review break included to assess performance and outputs.

etender reference for lot 4 - South Wales Region - 94974

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

Quality criterion - Name: Evidence your knowledge of the tourism sector in Wales, describe your approach to developing and delivering effective communication plans. / Weighting: 30

Quality criterion - Name: Demonstrate your understanding and knowledge of effective stakeholder engagement through a variety of offline and online channels and how you will use this to deliver successful communication plans / Weighting: 30

Quality criterion - Name: Evidenced understanding of working with Government bodies and experience of delivering projects / strategies to Government bodies / Weighting: 10

Quality criterion - Name: Demonstrate sufficient resource to deliver effective regional communication plans. / Weighting: 10

Price - Weighting: 20

#### **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**

etender reference for lot 4 - South Wales Region - 94974

---

## **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 022-121344](#)

---

## **Section V. Award of contract**

### **Lot No**

4

### **Title**

Communications Plan for Marketing & Product Distribution - South Wales Region

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 September 2022

#### **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: 0

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**

Mid Wales Tourism Ltd

The Station, Heol Maengwyn

Machynlleth

SY208TG

Telephone

+44 654702653

Country

United Kingdom

NUTS code

- UKL24 - Powys

The contractor is an SME

Yes

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

Total value of the contract/lot: £45,900

---

### **Section V. Award of contract**

#### **Lot No**

2

#### **Title**

Communications Plan for Marketing & Product Distribution - Mid Wales Region

A contract/lot is awarded: Yes

#### **V.2) Award of contract**

##### **V.2.1) Date of conclusion of the contract**

6 September 2022

##### **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: 0

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**

Mid Wales Tourism Ltd

The Station, Heol Maengwyn

Machynlleth

SY208TG

Telephone

+44 654702653

Country

United Kingdom

NUTS code

- UKL24 - Powys

The contractor is an SME

Yes

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

Total value of the contract/lot: £59,840

---

## **Section V. Award of contract**

### **Lot No**

3

### **Title**

Communications Plan for Marketing & Product Distribution - West Wales Region

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 September 2022

#### **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: 0

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**

Mid Wales Tourism Ltd

The Station, Heol Maengwyn

Machynlleth

SY208TG

Telephone

+44 654702653

Country

United Kingdom

NUTS code

- UKL24 - Powys

The contractor is an SME

Yes

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

Total value of the contract/lot: £45,900

---

### **Section V. Award of contract**

#### **Lot No**

1

#### **Title**

Communications Plan for Marketing & Product Distribution - North Wales Region

A contract/lot is awarded: Yes

#### **V.2) Award of contract**

##### **V.2.1) Date of conclusion of the contract**

6 September 2022

##### **V.2.2) Information about tenders**

Number of tenders received: 2

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: 0

Number of tenders received by electronic means: 2

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

**V.2.3) Name and address of the contractor**

North Wales Tourism

9 Wynnstay Road

Colwyn Bay

LL298NB

Telephone

+44 492-531731

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: £48,900



---

## Section VI. Complementary information

### VI.3) Additional information

#### 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 etender references for this contract are: Project\_50355 and

ITT \_94812

- 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.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at [http://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID= 87677](http://www.sell2wales.gov.wales/search/search_switch.aspx?ID= 87677)

(WA Ref:87677)

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:

as described in the tender documents

The buyer considers that this contract is suitable for consortia bidding.

Etender ITT reference for each of the 4 lots:

Lot 1 - North Wales Region -94970

Lot 2 - Mid Wales Region - 94971

IOT 3 - West Wales Region - 94973

Lot 4 - South Wales Region - 94974

(WA Ref:124900)

## **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