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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

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

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

(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