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Contract

## **Engaging with Welsh Diaspora**

Welsh Government

F03: Contract award notice

Notice identifier: 2021/S 000-028132

Procurement identifier (OCID): ocds-h6vhtk-028f6d

Published 10 November 2021, 11:55am

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

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

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

#### **Internet address(es)**

Main address

<http://wales.gov.uk/?skip=1&lang=en>

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.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**

Engaging with Welsh Diaspora

Reference number

C021/2020/2021

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

- 72320000 - Database services

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

Services

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

This procurement exercise is being conducted on behalf of the Welsh Ministers to procure the services of a supplier who is capable of engaging with Welsh diaspora to develop a database of 500,000 diaspora connections and provide associated analysis of the impact of engaging with these connections by using various digital communications methodologies.

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

This contract is divided into lots: No

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

Value excluding VAT: £358,976

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

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

- 72212600 - Database and operating software development services

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

NUTS codes

- UKL - Wales

Main site or place of performance

Welsh Government Office Cathays Park Cardiff

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

The Welsh Government's International Strategy sets out to:

- Raise Wales's profile on the international stage;
- Grow the economy by increasing exports and attracting inward investment; and
- Establish Wales as a globally responsible nation.

One of the ways in which the Welsh Government has committed to meeting these ambitions is by mobilising the Welsh diaspora. Developing an effective relationship with our diaspora will offer a Platform from which to raise the profile of Wales, showcase Welsh excellence and reach the target of making 500,000 Welsh diaspora connections.

The objectives of the contract are to:

- Build a database of 500,000 diaspora connections.
- Map out the Welsh diaspora overseas: who they are and where they are.
- Harness, coordinate and promote the work of existing Welsh diaspora networks.

- Promote the Welsh Government's key messages amongst diaspora and provide feedback on which messages resonate.
- Provide quarterly updates on the number of diaspora "connections" i.e. progress against the 500k target.
- Identify any particularly influential members of the diaspora community that would benefit from closer relationship management, either from Cardiff or via the overseas network.
- Measure the benefits (economic and other) to Wales from connecting with diaspora e.g. through tourism, investment, donations, profile.
- Work with Welsh organisations identified by the Welsh Government to promote their offer and work abroad.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

Options: Yes

Description of options

The Supplier may be asked to deliver ad-hoc additional services (estimated 2-5 per year) which may include but is not limited to; organising and delivering digital and/or physical events with Diaspora, promote and encourage involvement from the Welsh Diaspora in Welsh Government led activity amongst other things. This is not an exclusive requirement, nor is any work guaranteed to the Supplier. The Client reserves the right to contract these services with an alternative Supplier.

#### **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 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: [2021/S 000-002071](#)

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

### **Contract No**

C021/2020/2021

A contract/lot is awarded: Yes

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

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

1 November 2021

#### **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: 1

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**

Treacy Management Consulting Ltd

5 Clare Road, Drumcondra

Dublin

D09R2T8

Telephone

+35 3857366823

Country

Ireland

NUTS code

- IE061 - Dublin

The contractor is an SME

Yes

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

Total value of the contract/lot: £358,976

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(WA Ref:115433)

### **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