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Contract

## **Content Production And Distribution Services**

Welsh Government

F20: Modification notice

Notice identifier: 2024/S 000-029622

Procurement identifier (OCID): ocds-h6vhtk-049b56

Published 17 September 2024, 9:42am

### **Section I: Contracting authority/entity**

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

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

#### **Email**

[craig.goodwin@gov.wales](mailto:craig.goodwin@gov.wales)

#### **Telephone**

+44 3000250169

#### **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)

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## **Section II: Object**

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

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

Content Production And Distribution Services

Reference number

C195/2019/2020

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

- 79340000 - Advertising and marketing services

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

Services

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

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

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79341200 - Advertising management services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services

**II.2.3) Place of performance**

NUTS codes

- UKL - Wales

**II.2.4) Description of the procurement at the time of conclusion of the contract:**

The Welsh Government is looking for an innovative, high-quality Content Production and Distribution Services partner to work with, as an extension of the in-house team, to tell and share Wales's stories with our target markets in new, bold and impactful ways. The successful contractor will sit at the centre of a coordinated network of agencies to deliver a purposeful, content-led programme of marketing from Wales, under the clear creative direction of the Cymru Wales Brand Strategy and Creative Direction supplier.

**II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

72

**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.2) Administrative information****IV.2.1) Contract award notice concerning this contract**Notice number: [2020/S 117-285254](#)


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**Section V. Award of contract/concession**
**Contract No**

C195/2019/2020

**Title**

Content Production And Distribution Services

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

### **V.2.1) Date of conclusion of the contract/concession award decision:**

14 April 2020

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

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

### **V.2.3) Name and address of the contractor/concessionaire**

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/concessionaire is an SME

Yes

### **V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £28,000,000

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## **Section VI. Complementary information**

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

(WA Ref:144535)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

The Royal Courts Of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79340000 - Advertising and marketing services

#### **VII.1.2) Additional CPV code(s)**

- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

#### **VII.1.3) Place of performance**

NUTS code

- UK - United Kingdom

#### **VII.1.4) Description of the procurement:**

The Welsh Government awarded a contract to deliver an innovative, high-quality Content Production and Distribution Services partner to enhance the performance of its marketing campaigns promoting Wales as a premier destination to live, work, study, and visit. The contractor will collaborate closely with the in-house team and external agencies to drive impactful storytelling whilst sharing Wales' narrative with target markets in bold, new ways. Positioned at the heart of a coordinated network of agencies, the contractor will deliver a focused, content-led marketing programme under the clear creative direction of the appointed supplier. The contract has been utilised post-COVID-19 pandemic to cover several major international marketing opportunities that were not anticipated at the time of procurement, this includes capitalising on the late qualification of the FAW for the FIFA World Cup 2022 presenting opportunities on the ground and online in the US, Qatar and Europe. Subcontracting capability of this contract have been leveraged throughout the duration, including freelance creative, musicians, photographers, content creators and PR, also facilitating the delivery of campaigns such as 'Wales in India' and 'Wales by Tails' through supporting agencies.

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months

72

### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£35,000,000

### **VII.1.7) Name and address of the contractor/concessionaire**

THE ORCHARD MEDIA & EVENTS GROUP LIMITED

Orchard, Trade Street

Cardiff

CF105DT

Telephone

+44 02920100888

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

## **VII.2) Information about modifications**

### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

There will be an increase the contract value by 25% to allow sufficient time for marketing distribution during 2025/26 and the procurement of a replacement contract that will commence April 2026. Initially valued at GBP 14m for two years starting April 2020, and GBP 14m should the 2 years extension option be utilised, the contract was extended

further in time only by 2 years from May 2024 to May 2026 to compensate for Covid restrictions. An additional GBP 7m is required to cover unforeseen workload, as a result of recovery from both Covid pandemic and the cost of living crisis, and to deliver ongoing strategic long-term campaigns where work has commenced and are planned for distribution in the next financial year. Additionally costs have increased due to increased staff and freelance costs via the agency, this request will provide continuity until April 2026 when we anticipate a new contract to be live. The contract has been utilised post-COVID-19 pandemic to cover several major international marketing opportunities that were not anticipated at the time of procurement, this includes capitalising on the late qualification of the FAW for the FIFA World Cup 2022 presenting opportunities on the ground and online in the US, Qatar and Europe. Subcontracting capability of this contract have been leveraged throughout the duration, including freelance creative, musicians, photographers, content creators and PR, also facilitating the delivery of campaigns such as 'Wales in India' and 'Wales by Tails' through supporting agencies.

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

In line with Regulation 72(1) (b) (i, ii), for economic or technical reasons such as requirements of interchangeability or interoperability with existing services, a change in contractor before the ongoing long-term campaigns were completed would likely cause significant inconvenience and/ or substantial duplication of costs.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £28,000,000

Total contract value after the modifications

Value excluding VAT: £35,000,000