

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/030762-2022>

Tender

## **Business Wales Delivery 2023-2029**

Welsh Government

F02: Contract notice

Notice identifier: 2022/S 000-030762

Procurement identifier (OCID): ocds-h6vhtk-037de9

Published 1 November 2022, 9:34am

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

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

Welsh Government

Entrepreneurship and Delivery

Cardiff

CF10 3NQ

#### **Contact**

Matthew Collins

#### **Email**

[matthew.collins@gov.wales](mailto:matthew.collins@gov.wales)

#### **Telephone**

+44 3000615991

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<https://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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk/>

**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**

Business Wales Delivery 2023-2029

Reference number

C079/2021/2022.

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Through Business Wales, the Welsh Government offers business support services to inspire entrepreneurs and help start, sustain, and grow businesses in Wales. The Business Wales service encompasses a range of products and services offering information, advice, and support online, via phone, virtually or in person in English and Welsh. Business Wales is delivered through a blend of external suppliers, grant awards (third party providers) and 'in-house' Welsh Government teams. The service supports all sectors and is available across the whole of Wales.

Business Wales aims to provide a one stop shop of information, support, advice, and referral under three overarching aims:

- To build confidence and inspire individuals, entrepreneurs, and micro business to reach their full potential. To work with key stakeholders to develop a cohesive ecosystem that is visible, simple, and connected to ensure Wales is a great place to start and grow a business in the foundation or growth economies.
- To address a key gap by creating the conditions for businesses to start, sustain and grow through in inclusive and sustainable ways.

iii. To support the productivity, resilience, growth, decarbonising and sustainability of micro and SMEs. To secure their long-term future ownership within Wales and their continued contribution to the Welsh economy.

The Contracting Authority is seeking to procure up to four (4) suitably qualified Suppliers to deliver the Services.

The Services consist of four separate Lots.

Lot 1 - Business Wales: Supporting Entrepreneurs and Business Start Up

Lot 2 – Business Wales: Development & Advisory Support

Lot 3 – Business Wales: Accelerated Growth Programme

Lot 4 – Business Wales: Brand & Marketing Communications

The proposed duration of each the Services' contracts is for a period of up to 6 years (an initial 2-year period, with an option to extend - at the sole discretion of the Contracting Authority - for a further 4 years (in 12-month increments). The combined total estimated value for the four (4) Lots is GBP 11.5 million (+ VAT) per annum but this could be higher subject to budget availability.

#### **II.1.5) Estimated total value**

Value excluding VAT: £138,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

4

Maximum number of lots that may be awarded to one tenderer: 2

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

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

Business Wales Supporting Entrepreneurs and Business Start-Up

Lot No

1

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3) Place of performance**

NUTS codes

- UKL - Wales

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

This element of the service will inspire and develop the capability of entrepreneurs by developing a culture of entrepreneurship and business start-up in Wales focussing on three main groups: young people under 25 years, all age adults who are considering becoming self-employed or starting their own business, and targeted outreach for individuals underrepresented in business start-up and society.

The aims of the Business Wales: Supporting Entrepreneurs and Business Start-Up are to:

- Develop a culture of entrepreneurship and business start-up in Wales. Inspire and educate future generations of young people in Wales to consider entrepreneurship as part of their career aspirations, to develop their entrepreneurial potential and develop their business capability.
- Address under-representation in business start-up, build confidence and inspire individuals from all communities across Wales to reach their entrepreneurial potential.
- Support the creation and sustainability of new start businesses across the economy. Provide business support to build the business knowledge and capability of emergent and new entrepreneurs, strengthen the viability of their business proposition, enhance their business skills, enable them to seize opportunities for business growth and improve their chances of business survival.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

This contract is subject to renewal

Yes

Description of renewals

The proposed duration of each the Services' contracts is for a period of up to 6 years (an initial 2-year period, with an option to extend - at the sole discretion of the Contracting Authority - for a further 4 years (in 12-month increments).

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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**

Business Wales Development and Advisory Support

Lot No

2

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKL - Wales

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

This element of the service will build the confidence and resilience of the business

community in Wales through the provision of dedicated advice, support and focussed relationship management, helping businesses create opportunities for employment, stimulate sustainable and inclusive growth, and improve business practice and their productivity.

The aims of the Business Wales Development & Advisory Support are to:

- Provide information, motivation, and quality business advice to support new and existing micro and SME businesses to improve productivity, stimulate job creation and sustainable and inclusive business growth.
- Improve participation in order to build resilience and capability of businesses to create quality opportunities for themselves and others, improving business practice to ensure the medium to long term growth and security of businesses owned by people in Wales.
- Provide relationship managers for selected priority businesses based on importance to region and place.
- Deliver services that enable Welsh Government to achieve policy priorities to build a stronger, greener, and fairer Wales.
- Work with partners, our business communities and stakeholders representing academia, entrepreneurs, corporates, government, and risk capital to stimulate innovation-driven enterprises and improve connectivity for Welsh businesses.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

The proposed duration of each the Services' contracts is for a period of up to 6 years (an initial 2-year period, with an option to extend - at the sole discretion of the Contracting Authority - for a further 4 years (in 12-month increments).

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Business Wales Accelerated Growth Programme

Lot No

3

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

- 790000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

NUTS codes

- UKL - Wales

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

This element of the service will provide tailored business support, relationship management and specialist coaching for selected pre-revenue and established businesses that can demonstrate the aspiration and potential to achieve high growth.

The aims of the Business Wales Accelerated Growth Programme are to:

- Provide specialist tailored support and relationship management to help ambitious entrepreneurs (pre revenue) and rapid high growth businesses (SMEs) in Wales unlock their high growth potential.
- Be a major player in the delivery of high growth support to businesses in Wales building



Wales's reputation for exciting innovation driven enterprises.

- Deliver a high growth support service able to deliver nationally with a clear regional focus and ability to report on a regional basis.
- Deliver a range of high growth support interventions, via a relationship management delivery model, to stimulate high growth job creation, support sustainable green business growth, strengthen positive employment practices while improving workplace equality and promoting Fair Work across high growth businesses.
- Recruit and nurture high growth potential through specialist, tailored support, and ongoing assessment throughout the business high growth lifestyle.
- Increase the turnover, employment and profits of the high growth businesses supported on the BW AGP.
- Increase the international export sales of businesses supported on the programme.
- Increase the number of gross jobs in Wales with a focus on high quality jobs and new green jobs.
- Introduce and embed the Welsh Government Economic Contract to all businesses registered onto the programme.
- Deliver a fully accessible and inclusive high growth support service to entrepreneurs and businesses in Wales whilst addressing under-representation and inspiring high-growth entrepreneurs, and business owners from all communities to build the confidence, skills, and resilience to develop their businesses.
- Work closely with the wider Welsh Government suite of business support, Business Wales family, entrepreneurial ecosystem across academia (including MIT's ILP), private, public and third sector, financial sector organisations to complement services and support high growth development in Wales.
- Introduce a client fee paying model of support to generate income to enable added value delivery within the life of the contract.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

The proposed duration of each the Services' contracts is for a period of up to 6 years (an initial 2-year period, with an option to extend - at the sole discretion of the Contracting Authority - for a further 4 years (in 12-month increments).

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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**

Business Wales Brand & Marketing Communications

Lot No

4

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKL - Wales

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

This element of the service will deliver the national brand awareness for the whole Business Wales service, along with specific marketing campaign activities to support Business Wales digital services, and the Services set out in Lot 1, Lot 2, and Lot 3 of the ITT.

The aims of the Business Wales Brand & Marketing Communications are to:

- Position Business Wales as a compelling brand and trusted “go to” service that offers easily accessible business support services to inspire entrepreneurs to help start, sustain, and grow businesses in Wales.
- Raise awareness of, and positive engagement with, the service by delivering exceptional brand and marketing communications that work effectively across different media and channels.
- Develop and enhance market and customer insight identifying valuable evidence and knowledge that can be implemented to improve future marketing activity.
- Align, build, and deliver an integrated marketing communications approach (built on deep market and customer insight), that is aligned to Business Wales credentials as the gateway to a leading, comprehensive, open, and inclusive business support service for people who want to start, sustain, or grow and their business to become more competitive in an ever changing and challenging marketplace.
- Enhance and develop a strong, consistent, and cohesive Business Wales brand marketing approach to achieve improved cut-through for the Business Wales service and reach all the audiences that the service is intended for.
- Develop creative approaches to engage new and existing audiences.
- Develop market perception so that the Service is seen as the most open, inclusive, and comprehensive business support service in Wales.
- Innovate in the development and delivery of brand and marketing communications to deliver continuous improvement in results.
- Proactively engage local and national stakeholders to drive forward the entrepreneurial culture in Wales.
- Proactively engage under-representation in Welsh businesses.
- Ensure planned activity is balanced and aligned with Welsh Government policies and

action plans.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

The proposed duration of each the Services' contracts is for a period of up to 6 years (an initial 2-year period, with an option to extend - at the sole discretion of the Contracting Authority - for a further 4 years (in 12-month increments).

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As stated in the procurement documents

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

---

## **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 022-122649](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

12 January 2023

Local time

12:00pm

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

13 January 2023

Local time

10:00am

Place

<https://etenderwales.bravosolution.co.uk/>

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **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 12:00.

#### How To Find The ITT:

- Once logged in you must click on 'ITT's Open to all Suppliers'
- The e-tender references for this contract are: project\_51671, itt\_98858, itt\_98925, itt\_98926, itt\_98927 & itt\_98928.
- 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 [https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=125873](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=125873)

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 stated in the tender documentation.

(WA Ref:125873)

The buyer considers that this contract is suitable for consortia.

#### **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