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Award

Free Tree Giveaway Campaign

Welsh Government

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-031142

Procurement identifier (OCID): ocids-h6vhtk-03011d

Published 14 December 2021, 5:14pm

Section I: Contracting authority/entity

I.1) Name and addresses

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

Email

CPSProcurementAdvice@gov.wales

Telephone

+44 3000623300

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Free Tree Giveaway Campaign

Reference number

C151/2021/2022

II.1.2) Main CPV code

- 98000000 - Other community, social and personal services

II.1.3) Type of contract

Services

II.1.4) Short description

To give all the households of Wales (1.3m) the opportunity to plant a tree either themselves or through community action as their contribution to the National Forest for Wales.

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: £1,333,000

II.2) Description

II.2.2) Additional CPV code(s)

- 03452000 - Trees
- 79340000 - Advertising and marketing services
- 03100000 - Agricultural and horticultural products

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To give all the households of Wales (1.3m) the opportunity to plant a tree either themselves or through community action as their contribution to the National Forest for Wales. All aspects of the Tree for All Campaign to be delivered on behalf of the Welsh Government. Supporting every household in Wales to plant a tree will require not only setting up methods to distribute trees across Wales, but also delivering a large scale marketing and PR campaign to ensure that the offer reaches beyond those naturally engaged in tree planting to a wider proportion of the population, and that they are supported in how to plant trees giving advice to people on right tree and right place.

II.2.5) Award criteria

Price

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

There are no other organisations with the ability and expertise to distribute trees to people across the country, organise volunteers to support people in planting them, and also provide options for people to have a tree planted on their behalf. The Woodland Trust are the only organisation that can deliver every aspect of this campaign in Wales, because they are the only organisation with the existing supply lines, the ability to set up enough distribution hubs, and the expertise required for both pre and post guidance for the tree planting itself, as well as being able to mobilise volunteers to support the campaign.

The Woodland Trust are also currently running a large tree giveaway called the 'Big Climate Fightback', and the opportunity to build upon this initiative will improve value for money of this project, and increase the reach beyond what any other organisation can hope to achieve.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

Contract No

C151/2021/2022

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

30 November 2021

V.2.2) Information about tenders

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

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

Woodland Trust

Castle Court, 6 Cathedral Rd

Cardiff

CF119LJ

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor/concessionaire is an SME

No

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

Initial estimated total value of the contract/lot/concession: £1,333,000

Total value of the contract/lot/concession: £1,333,000

Section VI. Complementary information

VI.3) Additional information

The contract period is Dec 21-31 March 23

(WA Ref:116324)

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