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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): ocds-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](mailto: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](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

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## **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

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## 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

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## 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