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Award

## **Cadw Interpretive Signage Contract**

Llywodraeth Cymru / Welsh Government

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-034260

Procurement identifier (OCID): ocds-h6vhtk-038a69

Published 2 December 2022, 4:40pm

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

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

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

#### **Email**

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

#### **Telephone**

+44 3000257095

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://www.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.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**

Cadw Interpretive Signage Contract

Reference number

C242/2022/2023

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

- 34928470 - Signage

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

Supplies

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

The contract will cover the design, manufacture and installation of interpretive signage at a maximum of 130 historic monuments across Wales. The system procured will conform with the rigorous demands of working within scheduled ancient monuments both staffed and un-staffed and in remote, exposed and challenging locations.

#### **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: £200,000

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

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

- 34928470 - Signage

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

NUTS codes

- UKL - Wales

Main site or place of performance

Throughout Wales.

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

Fielder Green Associates have developed an interpretive signage system that conforms to the rigorous demands of working within scheduled ancient monuments, staffed and unstaffed and in remote, exposed and challenging locations. The signage systems covered by this contract cover two types. The first can be installed at almost any location at a scheduled monument and is fixed to a wall using mortar joints as fixing points utilising a “honeycomb” back plate. The second is a shallow tray system where signs can be placed into archaeologically sensitive locations without the need for deep excavations. Panels held within the frames of the signage systems are fully interchangeable and mechanically locked in place. Both systems also allow for the installation of audio media, bluetooth beacons, 3D interpretive or tactile displays and battery or mains electric operated systems. The signage has been utilised by Cadw on a number of sites for over ten years and all have demonstrated excellent resilience with limited deterioration. Signage is offered with a guarantee, regardless of location.

#### **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:
  - protection of exclusive rights, including intellectual property rights

Explanation:

The design and manufacture rights of these systems is owned by Fielder Green in the form of Registered Community Design (RCD) covering the whole of the European Union (EU) issued by the European Union Intellectual Property Office (EUIPO). No part of the design, manufacture or supply is franchised or sub-contracted to third parties and therefore the systems are protected by exclusive rights including intellectual property rights.

#### 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

C242/2022/2023

A contract/lot is awarded: Yes

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

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

11 November 2022

#### 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**

Fielder Green Associates

Lisbon Lodge , 53 Redstone Drive

Highley nr BRIDGNORTH

WV166EQ

Telephone

+44 1746860333

Country

United Kingdom

NUTS code

- UKG2 - Shropshire and Staffordshire

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £200,000

Total value of the contract/lot/concession: £200,000

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## **Section VI. Complementary information**

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

(WA Ref:126687)

### **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