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Contract

Welsh Government Knowledge Transfer Programme 2023 – Farming Connect

Welsh Government

F03: Contract award notice

Notice identifier: 2022/S 000-035044

Procurement identifier (OCID): ocds-h6vhtk-035b25

Published 12 December 2022, 11:34am

Section I: Contracting authority

I.1) Name and addresses

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

Email

CPSProcurementAdvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

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.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

Welsh Government Knowledge Transfer Programme 2023 – Farming Connect

Reference number

C443/2021/2022

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Welsh Government require an innovative Programme to support the farming industry in delivering greater sustainability,

Improved competitiveness, and improved environmental performance in line with Sustainable Farming Scheme (SFS) and Programme for Government objectives.

The Welsh Government Knowledge Transfer Programme 2 year contract (with possible 12months extension) will commence in April 2023.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £34,350,000

II.2) Description

II.2.1) Title

Farming Connect Knowledge Transfer

Lot No

1

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Knowledge Transfer - To deliver an innovative knowledge transfer programme to support the farming industry in delivering greater sustainability, improved competitiveness, and improved environmental performance for farming businesses in line with SFS objectives.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 6,700,000 - 7,150,000

II.2) Description

II.2.1) Title

Farming Connect Lifelong Learning and Development

Lot No

2

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Lifelong Learning and Development - To deliver a more professional industry through its support for continuous professional development, action learning, mentoring, accredited training, e-learning and clear focus on personal development.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 3,000,000 - 3,300,000

II.2) Description

II.2.1) Title

Farming Connect Management and Co-ordination of the Advisory Service

Lot No

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Management and Co-ordination of the Advisory Service - To set up and deliver a framework Advisory Service to provide integrated advice across a broad range of specialist technical and business management areas tailored to meet individual business needs.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 3,800,000 - 4,500,000

II.2) Description

II.2.1) Title

Farming Connect Service Centre

Lot No

4

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Service Centre - To establish and manage a Service Centre which will act as the main point of contact for all customers to register and promote all activities and services across the Farming Connect programme.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP

500,000 - 650,000

II.2) Description

II.2.1) Title

Farming Connect Knowledge Transfer Dissemination and Events

Lot No

5

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services

- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Knowledge Transfer Dissemination and Events - To deliver an innovative programme of activity and events for the benefit of the farming sector in Wales to support farming businesses to transition to the Sustainable Farming Scheme.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 2,900,000 - 3,450,000

II.2) Description

II.2.1) Title

Farming Connect Welsh Sheep Genetics

Lot No

6

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services
- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Welsh Sheep Genetics – To develop an innovative programme of activity

suitable to support the needs of the Welsh sheep sector. Working with businesses in identifying their current baseline performance, identify the KPI's for the businesses, and create an action plan with clear recommendations to improve Welsh Sheep Genetics.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 1,800,000 - 2,000,000

II.2) Description

II.2.1) Title

Farming Connect Horticulture Support

Lot No

7

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 71241000 - Feasibility study, advisory service, analysis
- 79512000 - Call centre
- 79400000 - Business and management consultancy and related services

- 48931000 - Training software package
- 80420000 - E-learning services
- 80000000 - Education and training services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Farming Connect Horticulture Support - To develop and deliver a support service for commercial horticulturalists in Wales whilst facilitating collaboration between producers and processors to improve the viability of supply chains.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

The indicative budget for the initial 2 year contract term is GBP 1,200,000 - 1,400,000

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 000-022212](#)

Section V. Award of contract

Lot No

1

Title

Farming Connect Knowledge Transfer

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Menter a Busnes

Uned 4, 33-35 Stryd Gorllewin Biwt

Caerdydd

CF105LH

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £7,150,000

Total value of the contract/lot: £7,149,921.96

Section V. Award of contract

Lot No

2

Title

Farming Connect Lifelong Learning and Development

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V. Award of contract

Lot No

3

Title

Farming Connect Management and Co-ordination of the Advisory Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Menter a Busnes

Uned 4, 33-35 Stryd Gorllewin Biwt

Caerdydd

CF105LH

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £4,500,000

Total value of the contract/lot: £4,499,891.39

Section V. Award of contract

Lot No

4

Title

Farming Connect Service Centre

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Menter a Busnes

Uned 4, 33-35 Stryd Gorllewin Biwt

Caerdydd

CF105LH

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £650,000

Total value of the contract/lot: £624,766.24

Section V. Award of contract

Lot No

5

Title

Farming Connect Knowledge Transfer Dissemination and Events

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Menter a Busnes

Uned 4, 33-35 Stryd Gorllewin Biwt

Caerdydd

CF105LH

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £3,450,000

Total value of the contract/lot: £3,449,973.27

Section V. Award of contract

Lot No

6

Title

Farming Connect Welsh Sheep Genetics

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Menter a Busnes

Uned 4, 33-35 Stryd Gorllewin Biwt

Caerdydd

CF105LH

Telephone

+44 1970636565

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,000,000

Total value of the contract/lot: £1,838,904.42

Section V. Award of contract

Lot No

7

Title

Farming Connect Horticulture Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

2 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Lantra

Royal Welsh Showground, Llanelwedd

Builth Wells

LD23WY

Telephone

+44 7827956765

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,400,000

Total value of the contract/lot: £1,399,804.32

Section VI. Complementary information

VI.3) Additional information

The estimated total contract value includes the initial 2 year contract and the contract extension period should that be invoked.

(WA Ref:127343)

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