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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): ocids-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](mailto: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](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

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## **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

3

### **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

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## **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](#)

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## **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

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## **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

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## **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



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## **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

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## **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

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## **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

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## **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

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## **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