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Contract

Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services

Natural Resources Wales

F03: Contract award notice

Notice identifier: 2023/S 000-035886

Procurement identifier (OCID): ocds-h6vhtk-03de7e

Published 6 December 2023, 9:44am

Section I: Contracting authority

I.1) Name and addresses

Natural Resources Wales

Ty Cambria House, 29 Newport Road

Cardiff

CF24 0TP

Email

procurement.enquiries@cyfoethnaturiolcymru.gov.uk

Telephone

+44 3000654079

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://naturalresourceswales.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0110

I.4) Type of the contracting authority

Other type

Welsh Government Sponsored Body

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services

Reference number

itt_103854

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

NRW is seeking to award a framework for the supply of; Print & Production, Graphic Design, Brand Development, Event Management and Editorial Services.

The framework will be divided into 5 lots as set out below.

Lot 1: Bilingual Brand Development and Publications

Lot 2: Bilingual Graphic Panels and Recreation Display Materials

Lot 3: Bilingual Event Management Service, including Event Presentation Materials and sustainable merchandising

Lot 4: Bilingual Video Animation

Lot 5: Bilingual Editorial Service

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: £1,500,000

II.2) Description

II.2.1) Title

Bilingual Brand Development and Publications

Lot No

1

II.2.2) Additional CPV code(s)

- 79820000 - Services related to printing

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

II.2.4) Description of the procurement

NRW's brand is best described as one of our most valuable assets in relation to both our reputation, and visibility. It is essential that the resultant Framework Agreement not only continues to support work undertaken to date but offer advice on future development and visual presentation of our Brand and associated identity.

In addition to the above, our Communications Team require the supplier to design and produce the following: - (please note this list is indicative, representing 'typical' publications and other types of publications may be required).

- Leaflets
- Advertisements
- Newsletters
- Reports

- Brochures etc.,

Please note:- LOT 1 includes any mapping and illustrations required for projects, to be shared with any other lots when needed. NRW will provide the content for these projects and require the supplier to provide on brand, bilingual publications.

II.2.5) Award criteria

Quality criterion - Name: Quality / 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) Description

II.2.1) Title

Bilingual Graphic Panels and Recreation Display Materials

Lot No

2

II.2.2) Additional CPV code(s)

- 31682230 - Graphic display panels

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

II.2.4) Description of the procurement

NRW have approximately 1900 people working across Wales undertaking various tasks and roles. These are best communicated and promoted by the creation and assembly of outdoor and indoor information, interpretation and promotion materials e.g. mapping and illustration panels for recreation, education and some community projects. We need to inspire the public and inform visitors what's there, why it's important and share their experiences with others. These will be required on an as and when delivery basis over the term of the Framework Agreement.

Please note:- LOT 2 includes any mapping and illustrations required for projects, to be shared with any other lots when needed. NRW will provide the content for these projects and require the supplier to provide on brand, bilingual publications.

II.2.5) Award criteria

Quality criterion - Name: Quality / 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) Description

II.2.1) Title

Bilingual Event Management Service, including Event Presentation Materials and Sustainable Merchandising

Lot No

3

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

II.2.4) Description of the procurement

NRW have had success in promoting and communicating the diversity of our services; e.g. the forestry and agricultural sectors, including but not limited to issues from water and flood defences to countryside management at two key events, The Royal Welsh Show and the Eisteddfod Festival.

We are committed to repeating both our attendance and success at both of these events for the foreseeable future, as well as looking for other event opportunities to promote our services in the most effective way possible; accordingly, we are looking for a supplier who can work with our communications team to deliver a 'managed service' including but not limited to:- project management, design, transportation, installation, hosting and presenting.

Events supported by NRW are all about interaction between those hosting the event, fellow exhibitors and visitors. Whilst not an exhaustive list NRW believe the key benefits of Event and Display Materials as: -

- Giving a human face to our organisation;
- Providing information directly and personally to our customers;
- Receiving direct feedback from customers and stakeholders;
- Launching initiatives to a target audience; either as part of or alongside the main event. This could also include policy approaches;
- Providing keynote speaking opportunities;
- Providing other opportunities for more specialist contact through seminars, clinics or on-stand presentations;
- Providing us with an opportunity to work with our partners;
- Improving public/community relations and instil goodwill;
- Enhancing or managing our reputation and profile;

- Raising our brand image and public profile;

Whilst not limited to; NRW require the design, build and production with associated event management for: -

- Stand design and build
- Staging and Materials for events (including consumables)
- Display Materials, such as

pull-ups

banners

nomadic design and creation of models and family activities

NRW have previously and expect in future to have a presence at national and local events including the Eisteddfodau and the Royal Welsh Show. This lot also covers both external and internal ad hoc conferences and workshops.

NRW holds a Team NRW day – our staff conference which current thinking leads us to believe will be annual. This draws around 800 of our staff together for a day and we require a managed service for this, including the provision of food, exhibition materials and consumables.

In recognition of the significance of these events it is essential that supplier(s) work with NRW's communications team to ensure that all projects and outputs are delivered according to our business objectives and plans and essentially be reflective of our values and identity.

Resultant designs and publications etc., must be in both English and Welsh - but not separate designs

NRW requires the supplier to assist in:

- Bringing ideas to life by creating compelling stories;
- Building upon and protecting our reputation;
- Delivering and supporting bespoke guest experiences and unique activities;
- Innovative hands on activities for event visitors;

- Providing an onsite presence to support hospitality and on-site assistance;

II.2.5) Award criteria

Quality criterion - Name: Quality / 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) Description

II.2.1) Title

Bilingual Video Animation

Lot No

4

II.2.2) Additional CPV code(s)

- 92100000 - Motion picture and video services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

across and throughout Wales

II.2.4) Description of the procurement

NRW recognise that video animation is a useful resource to captivate and inform people of the work undertaken by NRW and its partners.

NRW's communications team will provide a brief/concept, for example our subtitling requirements for all productions and creation of video animation.

NRW's communications team will provide a brief for all projects. The resultant videos etc., must be in both English and Welsh – but not separate designs

Videos should not only be instantly recognisable as NRW, but captivate, inform the audience and possibly incorporate interactive approaches.

II.2.5) Award criteria

Quality criterion - Name: Quality / 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) Description

II.2.1) Title

Bilingual Editorial Service

Lot No

5

II.2.2) Additional CPV code(s)

- 79822000 - Composition services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Across and throughout Wales

II.2.4) Description of the procurement

NRW recognises the value and importance of editing, copywriting, copyediting, proof reading and transcreation services. Noting that any publication/materials with formatting and typographical errors etc., not only give a bad impression, but can distract the recipient/reader of the authenticity and professionalism of the source and alter their perceptions and views.

Bilingual editorial services will be required in the preparation of written, visual, audible, and film media that NRW use to convey information. Please Note that NRW have a bilingual style guide and tone of voice guidelines. This will be shared with the successful tenderer(s).

Resultant designs and publications etc., must be in both English and Welsh – but not separate designs

II.2.5) Award criteria

Quality criterion - Name: Quality / 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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2023/S 000-018933](#)

Section V. Award of contract

Lot No

2

Title

Bilingual Graphic Panels and Recreation Display Materials

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 October 2023

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

Stuart Lloyd Associates Ltd

2nd Floor, 32 Blue Street

Carmarthen

SA313LE

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

Section V. Award of contract

Lot No

1

Title

Bilingual Brand Development and Publications

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 October 2023

V.2.2) Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 17

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

Number of tenders received from tenderers from non-EU Member States: 17

Number of tenders received by electronic means: 17

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

V.2.3) Name and address of the contractor

Four Communications

20 St. Thomas Street

London

SE19BF

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

Section V. Award of contract

Lot No

3

Title

Bilingual Event Management Service, including Event Presentation Materials and Sustainable Merchandising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

9 October 2023

V.2.2) Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

Number of tenders received from tenderers from non-EU Member States: 7

Number of tenders received by electronic means: 7

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

V.2.3) Name and address of the contractor

ONTRAC AGENCY LTD

ONTRAC AGENCY LTD, Unit 46 Mochdre Industrial Estate Mochdre Business Park

NEWTOWN

SY164LE

Country

United Kingdom

NUTS code

- UKL24 - Powys

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

Section V. Award of contract

Lot No

4

Title

Bilingual Video Animation

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 October 2023

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 12

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

Number of tenders received from tenderers from non-EU Member States: 12

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

View Creative

37 Rhos Road , Rhos On Sea

Conwy

LL284RS

Country

United Kingdom

NUTS code

- UKL13 - Conwy and Denbighshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

Section V. Award of contract

Lot No

5

Title

Bilingual Editorial Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 October 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Golley Slater Group Limited

Wharton Place, 13 Wharton Street

Cardiff

CF101GS

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,500,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:137061)

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