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Contract

## Promotional Items Framework

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2022/S 000-036212

Procurement identifier (OCID): ocds-h6vhtk-03749a

Published 21 December 2022, 2:18pm

## Section I: Contracting authority

### I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

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

Caerdydd / Cardiff

#### Contact

Gerrard O'Neill

#### Email

[gerrard.oneill@gov.wales](mailto:gerrard.oneill@gov.wales)

#### 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.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**

Promotional Items Framework

Reference number

F191/2022/2023

**II.1.2) Main CPV code**

- 39294100 - Information and promotion products

**II.1.3) Type of contract**

Supplies

**II.1.4) Short description**

The Welsh Government on behalf of the Welsh Ministers (hereafter referred to as the Client) requires the supply of branded promotional items and we are looking to appoint experienced and professional promotional products companies to meet these requirements. The 4-year framework has an estimated expenditure of up to GBP 800,000

(exc. VAT) and 3 places will be awarded to the top 3 ranked suppliers.

#### **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: £800,000

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

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

- 39294100 - Information and promotion products
- 30192700 - Stationery

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

NUTS codes

- UKL - Wales

Main site or place of performance

Pan-Wales

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

The Welsh Government on behalf of the Welsh Ministers (hereafter referred to as the Client) requires the supply of branded promotional items and we are looking to appoint experienced and professional promotional products companies to meet these requirements. The 4-year framework has an estimated expenditure of up to GBP 800,000 (exc. VAT) and 3 places will be awarded to the top 3 ranked suppliers.

Welsh Government organise, co-ordinate and attend events, exhibitions and conferences every year. For example, the Urdd and National Eisteddfod, Royal Welsh Show, Educational Conferences. Promotional items are often used alongside these events or as part of a campaign to reinforce brand identity or to raise awareness of a particular policy or scheme.

The Client requires a wide range of branded promotional items to be available, from pens, bags, lanyards, mugs etc., to high quality branded glassware, trophies etc., including eco-friendly options. This list is not exhaustive, and the successful bidders will be required to source a variety of products and access the latest innovative, sustainable products over

the duration of the framework. We require details on request of any items that can be made from recycled materials, in line with the Client's binding legal duty to pursue sustainable development in all it does (this is built into its constitution through section 121 of the Government of Wales Act).

The Client does not guarantee any level of work, or bind itself to demand any quantities under this contract.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

#### **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**

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: [2022/S 000-028503](#)

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## **Section V. Award of contract**

### **Contract No**

F191/2022/2023

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

20 December 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: Yes

**V.2.3) Name and address of the contractor**

Get Yourself Noticed Ltd

Venture House, Old Baglan Road Briton Ferry

Neath Port Talbot

SA112YW

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

PA PROMOTIONS LTD

PA PROMOTIONS LTD, UNIT 1A CAPITAL BUSINESS PARK Wentloog

CARDIFF

CF32PY

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Glidetree Ltd t/a THE PUBLICITY CENTRE

Glidetree Ltd, 362 Cowbridge Road East

CARDIFF

CF51HE

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)**

Initial estimated total value of the contract/lot: £800,000

Total value of the contract/lot: £800,000

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## **Section VI. Complementary information**

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

(WA Ref:127696)

### **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