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Contract

Cadw Interpretive Signage Contract

Llywodraeth Cymru / Welsh Government

F20: Modification notice

Notice identifier: 2025/S 000-073018

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

Published 12 November 2025, 9:26am

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

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

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.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 at the time of conclusion of the contract:

This is a modification notice to an original contract award notice, preceded by the publication of a Voluntary ex-ante Transparency Notice, for the manufacture, supply and installation of interpretive signage systems. The signage systems covered by this contract cover two types. The first can be installed 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 10 years and all have demonstrated excellent resilience with limited deterioration. All signage is offered with a guarantee, regardless of location.

II.2.7) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

30 January 2023

End date

29 January 2026

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.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2023/S 000-005914](#)

Section V. Award of contract/concession

Contract No

C242/2022/2023

Title

Cadw Interpretive Signage Contract

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

30 January 2023

V.2.2) Information about tenders

The contract/concession 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 the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £299,000

Section VI. Complementary information

VI.3) Additional information

This is a modification notice advising of an increase in cost from the original contract award of 200,000GBP to 299,000GBP. The modification is made in line with Regulation 72 (1) (b) (i, & ii) of the Public Contracts Regulations 2015. The increase is due to additional panels required and also an increase in cost of raw materials.

(WA Ref:157593)

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

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 34928470 - Signage

VII.1.3) Place of performance

NUTS code

- UKL - Wales

Main site or place of performance

All Wales

VII.1.4) Description of the procurement:

As was noted in the original Voluntary ex-ante Transparency Notice and Contract Award Notice, the contract is for the manufacture, supply and installation of interpretive signage systems. The signage systems covered by this contract cover two types. The first can be installed 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 10 years and all have demonstrated excellent resilience with limited deterioration. All signage is offered with a guarantee, regardless of location.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

30 January 2023

End date

29 January 2026

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£299,000

VII.1.7) 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

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

This is a modification notice advising of an increase in cost from the original contract award of 200,000GBP to 299,000GBP. The modification is made in line with Regulation 72 (1) (b) (i, & ii) of the Public Contracts Regulations 2015. The increase is due to additional panels required and also an increase in cost of raw materials.

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of

cost preventing a change of contractor:

As was noted in the original Voluntary ex-ante Transparency Notice and Contract Award Notice, the contract was made as an award without prior publication of a call for competition and the justification for the direct award was as follows: 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

As noted in the previously published Voluntary ex-ante Transparency notice, 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.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £200,000

Total contract value after the modifications

Value excluding VAT: £299,000