

Forenede Kongerige, Det-Cardiff: Marketing
OJ S 100/2022 24/05/2022
Bekendtgørelse om ændring
Tjenesteydelser

Retsgrundlag:

Direktiv 2014/24/EU

Del I: Ordregivende myndighed/enhed

I.1. Navn og adresser

Officielt navn: Welsh Government

Postadresse: Corporate Procurement Services, Cathays Park

By: Cardiff

NUTS-kode: UKL Wales

Postnummer: CF10 3NQ

Land: Det Forenede Kongerige

E-mail: Angella.Hughes@gov.wales

Telefon: +44 3000628864

Internetadresse(r):

Overordnet internetadresse: <http://wales.gov.uk/?skip=1&lang=en>

Internetadresse for køberprofilen: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

Del II: Genstand

II.1. Udbuddets omfang

II.1.1. Betegnelse

Business Wales Marketing

Sagsnr.: C204/2016/2017

II.1.2. Hoved-CPV-kode

79342000 Marketing

II.1.3. Kontrakttype

Tjenesteydelser

II.2. Beskrivelse

II.2.2. Supplerende CPV-kode(r)

79340000 Servicevirksomhed i forbindelse med reklame og marketing

II.2.3. Udførelsessted

NUTS-kode: UKL Wales

II.2.4. Beskrivelse af udbuddet på tidspunktet for indgåelse af kontrakten

This Invitation to Tender Document (ITT) has been prepared on behalf of the Welsh Ministers, in order to establish a contract for the Welsh Government's Business Wales Service marketing, media and strategy to support the Business Wales and Entrepreneurship service aims over the term of Government and to support the development of a refreshed identity and

marketing approach for Business Wales and Entrepreneurship and the delivery of a dedicated campaign. Please note that this contract is part funded by European Regional Development Fund (ERDF) and is therefore subject to the availability of those funds.

II.2.7. Varighed af kontrakten, rammeaftalen, det dynamiske indkøbssystem eller koncessionen

Varighed i måneder: 48

II.2.13. Oplysninger om EU-midler

Udbuddet vedrører et EU-finansieret projekt og/eller program: ja

Projektets identifikation: Business Wales - Funded by European Regional Development Fund (ERDF)

Del IV: Procedure

IV.2. Administrative oplysninger

IV.2.1. Bekendtgørelse om tildeling af kontrakt vedrørende denne kontrakt

Bekendtgørelsens nummer i EUT S: [2017/S 112-225853](#)

Del V: Kontrakt-/koncessionstildeling

Kontraktnr.: C204/2016/2017

Betegnelse:

Business Wales Marketing

V.2. Kontrakt-/koncessionstildeling

V.2.1. Dato for indgåelse af kontrakten/beslutningen om tildeling af koncession

31/05/2017

V.2.2. Oplysninger om tilbud

Kontrakten/koncessionen er blevet tildelt en sammenslutning af økonomiske aktører: nej

V.2.3. Kontrahentens/Koncessionshavers navn og adresse

Officielt navn: Ubiquity Group

Postadresse: Ubiquity Group, S4C Media Centre,

By: Cardiff

NUTS-kode: UK United Kingdom

Postnummer: CF14 5DU

Land: Det Forenede Kongerige

Telefon: +44 7931408837

Kontrahenten/koncessionshaveren er en SMV: ja

V.2.4. Oplysninger om kontraktens/delkontraktens/koncessionens værdi

Udbuddets samlede værdi: 900 000,00 GBP

Del VI: Supplerende oplysninger

VI.3. Yderligere oplysninger

E-Tender Information:

<https://etenderwales.bravosolution.co.uk>

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
 - Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
 - The User who performs the Registration becomes the Super User for the Organisation.
 - On registering on the Platform the Super User will select a Username and will receive a password.
 - The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
 - In order to log-in to the Platform please enter your Username and Password.
 - Note: If you forget your Password then visit the homepage and click "Forgot your password?"
 - Registration should only be performed once for each Organisation.
 - If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
 - Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
 - Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).
 - Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
 - Tenders must be uploaded to the BravoSolution portal by 2pm
- How To Find The ITT:
- Once logged in you must click on 'ITT's Open to all Suppliers'
 - The e-tender references for this contract are: project_34950, itt_58709
 - Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.
 - You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
 - Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.
- (WA Ref:121294)

VI.4. Klageprocedurer

VI.4.1. Organ med ansvar for klageprocedurerne

Officielt navn: High Court

Postadresse: Royal Courts of Justice, The Strand

By: London

Postnummer: WC2A 2LL

Land: Det Forenede Kongerige

Internetadresse: <http://wales.gov.uk/?skip=1&lang=en>

VI.5. Dato for afsendelse af denne bekendtgørelse

19/05/2022

Del VII: Ændringer til kontrakten/koncessionen

VII.1. Beskrivelse af udbuddet efter ændringerne

VII.1.1. Hoved-CPV-kode

79342000 Marketing

VII.1.2. Supplerende CPV-kode(r)

VII.1.3. Udførelsessted

NUTS-kode: UKL Wales

VII.1.4. Beskrivelse af udbuddet

To establish a contract for the Welsh Government's Business Wales Service marketing, media and strategy to support the Business Wales and Entrepreneurship service aims over the term of Government and to support the development of a refreshed identity and marketing approach for Business Wales and Entrepreneurship and the delivery of a dedicated campaign.

VII.1.5. Varighed af kontrakten, rammeaftalen, det dynamiske indkøbssystem eller koncessionen

Varighed i måneder: 72

VII.1.6. Oplysninger om kontraktens/delkontraktens/koncessionens værdi

Kontraktens/delaftalens/koncessionens samlede værdi: 1 250 000,00 GBP

VII.1.7. Kontrahentens/Koncessionshavers navn og adresse

Officielt navn: Ubiquity Group

Postadresse: S4C Media Centre, Parc Tŷ Glas

By: Cardiff

NUTS-kode: UK United Kingdom

Postnummer: CF145DU

Land: Det Forenede Kongerige

Kontrahenten/koncessionshaveren er en SMV: ja

VII.2. Oplysninger om ændringerne

VII.2.1. Beskrivelse af ændringerne

Ændringernes art og omfang (med angivelse af eventuelle tidligere ændringer til kontrakten):
The contract is being extended until 31 March 2023. In addition the contract will see an increase to the original value equal to 38% of the originally advertised contract.

VII.2.2. Årsager til ændring

Behovet for ændring skyldes omstændigheder, som ikke kunne forudses af en påpasselig ordregivende myndighed/enhed (artikel 43, stk. 1, litra c), i direktiv 2014/23/EU, artikel 72, stk. 1, litra c), i direktiv 2014/24/EU, artikel 89, stk. 1, litra c), i direktiv 2014/25/EU)

Beskrivelse af de omstændigheder, som gjorde ændringen nødvendig, og redegørelse for disse omstændigheders uforudseelige karakter:

Redeployment of Welsh Government staff to manage the Welsh Ministers' response to the Covid-19 pandemic. This is in addition to any sickness in the department or employees being away from work due to any shielding obligations or family commitments. These conditions have perpetuated and although it appears that there will be no further lockdowns and business is returning to normal, Welsh Government employees have to be redeployed back to their usual work and the procurement must be planned. There is insufficient time to properly scope

and re-design the service in time for a new procurement to be launched and a new contract awarded prior to the proposed end date. There is also insufficient time to allow for orderly exit and implementation periods as the new service transitions. These circumstances were completely unforeseen by the Welsh Ministers and the extension is being put in place to allow capacity levels within the relevant departments to return to normal and commence a procurement.

VII.2.3. Forhøjelse af pris

Opdateret samlet kontraktværdi inden ændringerne (under hensyntagen til eventuelle tidligere kontraktændringer og pristilpasninger og, hvad angår direktiv 2014/23/EU, den gennemsnitlige inflation i den pågældende medlemsstat)

Værdi eksklusiv moms: 900 000,00 GBP

Samlet kontraktværdi efter ændringerne

Værdi eksklusiv moms: 1 250 000,00 GBP