

**United Kingdom-Ceredigion: Business and management consultancy and related services**

OJ S 39/2018 24/02/2018

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Menter a Busnes

Postal address: Y Parc Gwyddoniaeth, Aberystwyth

Town: Ceredigion

NUTS code: UK United Kingdom

Postal code: SY23 3AH

Country: United Kingdom

E-mail: [elen.williams@menterabusnes.co.uk](mailto:elen.williams@menterabusnes.co.uk)

Telephone: +44 1970636565

**Internet address(es):**Main address: [www.menterabusnes.co.uk](http://www.menterabusnes.co.uk)Address of the buyer profile: [http://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0860](http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0860)**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.sell2wales.co.uk>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.sell2wales.gov.wales>

Tenders or requests to participate must be submitted to the following address:

Official name: Menter a Busnes

Postal address: Adeilad 9, Ffordd y Parc, Parc Menai

Town: Bangor

Postal code: LL57 4BN

Country: United Kingdom

Telephone: +44 1248668628

E-mail: [elen.williams@menterabusnes.co.uk](mailto:elen.williams@menterabusnes.co.uk)

NUTS code: UKL Wales

**Internet address(es):**Main address: [www.menterabusnes.co.uk](http://www.menterabusnes.co.uk)**I.4. Type of the contracting authority**

Other type: Third sector

**I.5. Main activity**

Economic and financial affairs

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Specialists Framework — Food and Drink Sector / Fframwaith Arbenigwyr — Sector Bwyd a Diod

#### II.1.2. Main CPV code

79400000 Business and management consultancy and related services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

We are seeking suitably qualified business consultants to provide mentoring and knowledge transfer services to companies within the food and drink sector in Wales. The companies range from pre-business start ups to established businesses. We are also seeking design and branding specialists that will be able to support our clients with all aspects of the design and branding process.

#### II.1.5. Estimated total value

Value excluding VAT: 10 000 000,00 GBP

#### II.1.6. Information about lots

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### II.2. Description

#### II.2.1. Title

General Business Growth Mentoring  
Lot No: 2

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

79410000 Business and management consultancy services

#### II.2.3. Place of performance

NUTS code: UKL Wales

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

Provide bespoke mentoring packages to individual businesses so that their business needs can be effectively met. Business planning mentoring is core to the delivery.

#### II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### II.2.6. Estimated value

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

Duration in months: 54

This contract is subject to renewal: no

#### II.2.10.

**Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project:

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Market Development and Marketing

Lot No: 1

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

79413000 Marketing management consultancy services

**II.2.3. Place of performance**

NUTS code: UKL Wales

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

To work with owner/managers of individual businesses and companies to develop new or existing markets for current and/or new products. These markets could be local, regional, UK or international.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value****II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 54

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project:

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Branding and Design

Lot No: 3

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

79822500 Graphic design services

**II.2.3. Place of performance**

NUTS code: UKL Wales

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

To work with individuals and groups with plans for business growth to develop branding and design strategies.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

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

Duration in months: 54

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project:

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Distribution

Lot No: 4

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

79400000 Business and management consultancy and related services

**II.2.3. Place of performance**

NUTS code: UKL Wales

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

To work with businesses from start-ups to established SME's to develop new routes to market and optimising current supply chains.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6. Estimated value**

## **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 54

This contract is subject to renewal: no

## **II.2.10. Information about variants**

Variants will be accepted: no

## **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:  
yes

Identification of the project:

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Continuous Professional Development (CPD)

Lot No: 5

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

79410000 Business and management consultancy services

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

NUTS code: UKL Wales

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

To deliver a CPD advisory services and workshops for Mentors and staff to update and develop their knowledge on issues specifically relating to the food and drink sector including clustering.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6. Estimated value**

## **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 54

This contract is subject to renewal: no

## **II.2.10. Information about variants**

Variants will be accepted: no

## **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:  
yes

Identification of the project:

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Specialist Mentors

Lot No: 6

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

79400000 Business and management consultancy and related services

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

NUTS code: UKL Wales

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

To provide one to one mentoring, consultancy and the delivery of workshops for the food and drink sector on various topics.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 54

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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:  
yes

Identification of the project:

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Market Research and General Research Services

Lot No: 7

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

79310000 Market research services

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

NUTS code: UKL Wales

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

Able to conduct primary and secondary research in the food and drink sector; assess market reports and provide succinct market analysis to clients for business planning & new market development purposes.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

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

Duration in months: 54

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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:  
yes

Identification of the project:

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Clustering Specialists

Lot No: 8

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

79400000 Business and management consultancy and related services

**II.2.3. Place of performance**

NUTS code: UKL Wales

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

The appointment of cluster specialists to support cluster development in the food and drinks sector in Wales.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

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

Duration in months: 54

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

#### **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:  
yes

Identification of the project:

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

N/A.

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Lot 3: Design and branding specialists.

Applicants seeking to be appointed to lot 3 must be able to demonstrate experience of working with food and drink businesses throughout their response to the questionnaire.

Lot 8: Clustering specialists.

Applicants seeking to be appointed to lot 8 must be able to demonstrate a clear understanding and experience of working within clustering methodologies throughout their responses to the questionnaire.

#### **III.2. Conditions related to the contract**

##### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

### **Section IV: Procedure**

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#### **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

Framework agreement with several operators  
Envisaged maximum number of participants to the framework agreement: 74  
In the case of framework agreements, provide justification for any duration exceeding 4 years: Some of our existing contracts run until 2022-2023

##### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 26/03/2018 Local time: 17:00

### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English, Welsh

### **IV.2.7. Conditions for opening of tenders**

Date: 27/03/2018 Local time: 10:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

Note: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at [http://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=77773](http://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=77773)

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at [http://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](http://www.sell2wales.gov.wales/sitehelp/help_guides.aspx) Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. (WA Ref:77773).

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Menter a Busnes

Postal address: Y Parc Gwyddoniaeth, Aberystwyth

Town: Ceredigion

Postal code: SY23 3AH

Country: United Kingdom

Telephone: +44 1970636565

### **VI.5. Date of dispatch of this notice**

23/02/2018