

UK-Caerphilly: Advertising and marketing services
OJ S 115/2013 15/06/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Welsh Ministers
Postal address: Welsh Government, Value Wales, Ty' Afon, Bedwas Road
Town: Caerphilly
Postal code: CF83 8WT
Country: United Kingdom
For the attention of: Media Agency Services - Contract Manager

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

General public services
Public order and safety
Environment
Economic and financial affairs
Health
Housing and community amenities
Social protection
Recreation, culture and religion
Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

For the Provision of Media Agency Services.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
NUTS code UKL Wales

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

This Framework Agreement is for the supply of Media Agency Services to the public sector in Wales covering the supply of the following services:
Lot 1 - Media Buying:

A function for buying media space and the placing of adverts and Public and Legal Notices in the chosen media, with the provision of basic design and typesetting.

Lot 1 will also include the Media Buying for any media space required for any campaign work as required under lots 2 and 3.

Lot 2 - Creative Campaigns:

Provides Clients access to quality agencies capable of providing creative solutions/advice and campaign management right through from concept creation to execution.

Lot 3 - Specialist Recruitment Advertising:

Provides Clients access to quality agencies capable of providing creative solutions/advice, recruitment advertising campaign management right through from concept creation to execution, to provide advice to users on recruitment strategies, campaign development and campaign management.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79342000 Marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Lot 1: Technical Ability. Weighting 15%
2. Lot 1: Quality. Weighting 10%
3. Lot 1: Resources. Weighting 5%
4. Lot 1: Pricing Option A. Weighting 25%
5. Lot 1: Pricing Option B. Weighting 25%
6. Lot 1: Fees. Weighting 20%
7. Lot 2: Technical Ability. Weighting 40%
8. Lot 2: Quality. Weighting 10%
9. Lot 2: Resources. Weighting 20%
10. Lot 2: Cost. Weighting 30%
11. Lot 3: Technical Ability. Weighting 40%
12. Lot 3: Quality. Weighting 10%
13. Lot 3: Resources. Weighting 20%
14. Lot 3: Cost. Weighting 30%

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

C92/2011/12.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 244-401714](#) of 19.12.2012

Section V: Award of contract

Contract No: C92/2011/12

Lot No: 0

- Lot title: Lot 1: Media Buying / Lot 2: Creative Campaigns / Lot 3: Specialist Recruitment Advertising

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Golley Slater Recruitment Limited

Postal address: Wharton Place, Wharton Street

Town: Cardiff

Postal code: CF10 1GS

Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Contract No: C92/2011/12

Lot No: Lot 2

- Lot title: Creative Campaigns

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Culture Group Limited

Postal address: Saint Line House, Mount Stuart Square

Town: Cardiff

Postal code: CF10 5LR

Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Contract No: C92/2011/12

Lot No: Lot 2

- Lot title: Creative Campaigns

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Four Communications plc
Postal address: The Communications Building, 48 Leicester Square,
Town: London
Postal code: WC2H 7FG
Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Contract No: C92/2011/12

Lot No: 0

- Lot title: Creative Campaigns

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Freshwater Creative plc
Postal address: Raglan House, Cardiff Gate Business Park
Town: Cardiff
Postal code: CF23 8BA
Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Contract No: C92/2011/12

Lot No: 0

- Lot title: Lot 2 - Creative Campaigns and Lot 3 - Specialist Recruitment Advertising

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Havas People Limited
Postal address: Tudor House, 16 Cathedral Road
Town: Cardiff
Postal code: CF11 9LJ
Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Contract No: C92/2011/12

Lot No: 0

- Lot title: Creative Campaigns

V.1.

Date of conclusion of the contract

21.5.2013

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Orchard Media & Events Group Limited
Postal address: The Television Centre, Culverhouse Cross
Town: Cardiff
Postal code: CF5 6XJ
Country: United Kingdom

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

Contract No: C92/2011/12

Lot No: Lot 2

- Lot title: Creative Campaigns

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Peter Gill & Associates Limited
Postal address: 16 Neptune Court, Vanguard Way,
Town: Cardiff
Postal code: CF24 5PJ
Country: United Kingdom

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

Contract No: C92/2011/12

Lot No: 0

- Lot title: Lot 2 - Creative Campaigns and Lot 3 - Specialist Recruitment Advertising

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: SBW Advertising Limited
Postal address: Colston Tower, Colston Avenue
Town: Bristol
Postal code: BS1 4UB
Country: United Kingdom

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

Contract No: C92/2011/12

Lot No: 0

- Lot title: Specialist Recruitment Advertising

V.1. Date of conclusion of the contract

21.5.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Penna plc

Postal address: 5 Fleet Place

Town: London

Postal code: EC4M 7RD

Country: United Kingdom

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

Historic spend information was only available for services that are covered under Lot 1 of this agreement and these details were included in the Invitation to Tender (ITT). It should be noted that the figure quoted in the ITT is not indicative of any future spend as the scope of this agreement differs greatly from the previous agreement, which was predominantly for Recruitment Advertising and Public and Legal Notices.
Buy4Wales Reference Number: 35368.

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

12.6.2013