

UK-Cardiff: business services: law, marketing, consulting, recruitment, printing and security

OJ S 123/2012 29/06/2012

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Welsh Government on behalf of the Welsh Ministers

Postal address: WAG SF - Tourism & Marketing, Marketing Networks, Visit Wales, Brunel House

Town: Cardiff

Postal code: CF24 0UY

Country: United Kingdom

For the attention of: Beverley Jenkins

E-mail: beverley.jenkins2@wales.gsi.gov.uk

Telephone: +44 2920475212

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

Education

Environment

General public services

Health

Housing and community amenities

Public order and safety

Recreation, culture and religion

Social protection

Other: tourism and destination/reputation pr

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

PR and travel trade services.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: UK & Ireland, Germany, USA & Canada, France Italy and Spain, Belgium, Netherlands.

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)

The Welsh Assembly Government on behalf of the Welsh Ministers have awarded contracts for the strategic planning, development and execution of multi media PR activity in the markets specified under lots 1 - 7.

Services for lots 1 - 6 will be required to lead on.

- Account planning and management - dedicated account executive(s) who have sectoral, market and media knowledge,
- Develop PR campaigns to maximise brand, product and campaign proposition,
- Well established relationship with top tier of media influencers - appropriate to sector needs,
- Media lists which are current and relevant,
- Capacity for transmitting information to a wide data base of appropriate and influential media,
- Ability to enhance delivery to support major events in Wales,
- Ability to co-ordinate VIP meetings on territory,
- Provision of comprehensive clipping service,
- Monthly reporting and evaluation of media coverage - regular interaction with the in house marketing networks team,
- Half yearly formal reporting face to face or by video conferencing,
- Annual review of targets and planning,
- To work alongside the internal teams to increase positive coverage of Wales's holiday product "champion areas" as defined under the strategic marketing action plan, and encourage holiday and break destination pieces in the travel media,
- To support and extend through PR the Wales "Proper Holiday" campaign proposition & build brand reputation by extending coverage in lifestyle media for related products such as food and drink, gardens, interiors, architecture, arts and culture,
- Build on social media/ digital developments within Visit Wales enhance integration between offline, broadcast and online media,
- To seek opportunities to promote Wales in trade publications - specifically for leisure, business and conference travel.

While the contract identifies the needs for tourism pr - there may be a requirement during the lifetime of the contract to deliver work on behalf of other WAG departments and affiliated tourism - such work would be briefed in separately.

- Potential need for translation of written material and assistance with web updates in the key European languages.

Lot 7 is to maximise business through the travel trade in Germany promoting product areas which are deemed to be important to Wales (See lot 7 for more detail).

The Welsh Assembly Government, on behalf of the Welsh Ministers conducted this procurement exercise through the etenderwales portal <https://etenderwales.bravosolution.co.uk>. Tender documents and other information must be downloaded from and returned through this portal. If you require any further assistance the BravoSolution helpdesk is available on:

Email: help@bravosolution.co.uk Phone: +44 8003684850 / fax: +44 2070600480.

II.1.5. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

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. comprehensiveness and suitability of contractors proposals for performance of the tourism requirement and response to brief. Weighting 25 %
2. Experience of project personnel put forward to deliver PR services. Weighting 25 %
3. Knowledge and experience of working with government organisations and other public sector bodies particularly destinations who have a whole government approach to public relation. Weighting 20 %
4. Price. Weighting 30 %

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

C-82/2010/11

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: 325002-2010

Section V: Award of contract

Contract No: C82/2010/11

Lot No: 1

- Lot title: Netherlands PR.

V.1. Date of conclusion of the contract

28.4.2011

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Aviareps

Postal address: Landsberget ST 155, Munich

Country: Germany

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

Initial estimated total value of the contract/lot:

Value: 154 000 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: c82/2010/11

Lot No: 2

- Lot title: France, Spain and Italy PR.

V.1. Date of conclusion of the contract

28.4.2011

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

Official name: Aviareps

Postal address: landsberger St 155, Munich

Country: Germany

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

Initial estimated total value of the contract/lot:

Value: 300 000 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: C82/2010/11

Lot No: 3

- Lot title: Belgium PR.

V.1. Date of conclusion of the contract

28.4.2011

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

Official name: Aviareps

Postal address: Landsberger St 155, Munich

Country: Germany

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

Initial estimated total value of the contract/lot:

Value: 93 000 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: C82/2010/11

Lot No: 6

- Lot title: Germany PR.

V.1. Date of conclusion of the contract

28.4.2011

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

Official name: Aviareps
Postal address: Landsberger St 155, Munich
Country: Germany

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

Initial estimated total value of the contract/lot:
Value: 184 800 GBP
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: C82/2010/11

Lot No: 4

- Lot title: US and Canada PR.

V.1. Date of conclusion of the contract

28.4.2011

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Robert Titley
Postal address: 201 East 36th Street, New York
Country: United States

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

Initial estimated total value of the contract/lot:
Value: 336 000 GBP
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: C82/2010/11

Lot No: 5

- Lot title: UK and Ireland PR.

V.1. Date of conclusion of the contract

28.4.2011

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Four BGB
Postal address: Capital Tower, 91 Waterloo Rd,
Town: London
Postal code: SE1 8RT
Country: United Kingdom

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

Initial estimated total value of the contract/lot:
Value: 528 000 GBP
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: C82/2010/11

Lot No: 7

- Lot title: Germany travel trade.

V.1. Date of conclusion of the contract

28.4.2011

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Aviareps

Postal address: Landsberger St 155, Munich

Country: Germany

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

Initial estimated total value of the contract/lot:

Value: 73 600 GBP

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

Buy4Wales Reference Number: 30753.

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

27.6.2012