

United Kingdom-Aberystwyth: Advertising services
OJ S 104/2018 02/06/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hybu Cig Cymru-Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

NUTS code: UKL1 West Wales and The Valleys

Postal code: SY23 2YA

Country: United Kingdom

E-mail: requests@hccmpw.org.uk

Telephone: +44 1970625050

Internet address(es):

Main address: www.hccmpw.org.uk

Address of the buyer profile: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Other activity: Promotion and development of Welsh red meat

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Integrated Agency

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

HCC requires tenderers who can prepare and present high quality, clear, concise and cost effective brand marketing strategies and integrated multi-channel campaign plans.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 200 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKL1 West Wales and The Valleys

Main site or place of performance: Aberystwyth.

II.2.4. Description of the procurement

HCC requires tenderers who can prepare and present high quality, clear, concise and cost effective brand marketing strategies and integrated multi-channel campaign plans.

II.2.5. Award criteria

Quality criterion - Name: As per weighting in invitation to tender / Weighting: see ITT

Price - Weighting: see ITT

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:
no

II.2.14. Additional information

Section IV: Procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 207-428059](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/01/2018

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Agency UK

Postal address: 39 Cardiff Road, Llandaff

Town: Cardiff

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF5 2DP

Country: United Kingdom

Telephone: +44 7771614848

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Four Cymru

Postal address: 4 The Science Park, 4 Science Park

Town: Aberystwyth

NUTS code: UKL1 West Wales and The Valleys

Postal code: SY23 3aH

Country: United Kingdom

Telephone: +44 1970636400

Fax: +44 1970636414

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: S3 Advertising

Postal address: 5th Floor, One Central Square

Town: Cardiff

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF10 1FS

Country: United Kingdom

Telephone: +44 2920373321

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Golley Slater

Postal address: Wharton Place, Wharton St

Town: Cardiff

NUTS code: UKL22 Cardiff and Vale of Glamorgan

Postal code: CF10 2GS

Country: United Kingdom

Telephone: +44 7801649048

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 200 000,00 GBP

Total value of the contract/lot: 1 200 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(WA Ref:82371).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Hybu Cig Cymru-Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

Postal code: SY23 2YA

Country: United Kingdom

Telephone: +44 1970625050

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

As detailed in the procurement papers.

VI.5. Date of dispatch of this notice

01/06/2018