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**United Kingdom-Cardiff: Marketing services  
2022/S 100-278433**

**Modification notice**

**Modification of a contract/concession during its term**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority/entity**

**I.1) Name and addresses**

Official name: Welsh Government

Postal address: Corporate Procurement Services, Cathays Park

Town: Cardiff

NUTS code: UKL Wales

Postal code: CF10 3NQ

Country: United Kingdom

E-mail: [Angella.Hughes@gov.wales](mailto:Angella.Hughes@gov.wales)

Telephone: +44 3000628864

**Internet address(es):**

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

Address of the buyer profile: [http://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title:**

Business Wales Marketing

Reference number: C204/2016/2017

**II.1.2) Main CPV code**

79342000 Marketing services

**II.1.3) Type of contract**

Services

**II.2) Description**

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

79340000 Advertising and marketing services

**II.2.3) Place of performance**

NUTS code: UKL Wales

**II.2.4) Description of the procurement at the time of conclusion of the contract:**

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) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months: 48

**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:

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

**Section IV: Procedure**

**IV.2) Administrative information**

**IV.2.1) Contract award notice concerning this contract**

Notice number in the OJ S: [2017/S 112-225853](#)

**Section V: Award of contract/concession**

**Contract No:** C204/2016/2017

**Title:**

Business Wales Marketing

**V.2) Award of contract/concession**

**V.2.1) Date of conclusion of the contract/concession award decision:**

31/05/2017

**V.2.2) Information about tenders**

The contract/concession has been awarded to a group of economic operators: no

**V.2.3) Name and address of the contractor/concessionaire**

Official name: Ubiquity Group

Postal address: Ubiquity Group, S4C Media Centre,

Town: Cardiff

NUTS code: UK United Kingdom

Postal code: CF14 5DU

Country: United Kingdom

Telephone: +44 7931408837

The contractor/concessionaire is an SME: yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: 900 000.00 GBP

**Section VI: Complementary information**

**VI.3) Additional information:**

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) **Procedures for review**

VI.4.1) **Review body**

Official name: High Court  
Postal address: Royal Courts of Justice, The Strand  
Town: London  
Postal code: WC2A 2LL  
Country: United Kingdom  
Internet address: <http://wales.gov.uk/?skip=1&lang=en>

VI.5) **Date of dispatch of this notice:**

19/05/2022

**Section VII: Modifications to the contract/concession**

**VII.1) Description of the procurement after the modifications**

**VII.1.1) Main CPV code**

79342000 Marketing services

**VII.1.2) Additional CPV code(s)**

**VII.1.3) Place of performance**

NUTS code: UKL Wales

**VII.1.4) Description of the procurement:**

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) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Duration in months: 72

**VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: 1 250 000.00 GBP

**VII.1.7) Name and address of the contractor/concessionaire**

Official name: Ubiquity Group

Postal address: S4C Media Centre, Parc Tŷ Glas

Town: Cardiff

NUTS code: UK United Kingdom

Postal code: CF145DU

Country: United Kingdom

The contractor/concessionaire is an SME: yes

**VII.2) Information about modifications**

**VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

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) Reasons for modification**

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee (Art. 43(1)(c) of Directive 2014/23/EU, Art. 72(1)(c) of Directive 2014/24/EU, Art. 89(1)(c) of Directive 2014/25/EU)

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

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) **Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications and price adaptations and, in the case of Directive 2014/23/EU, average inflation in the Member State concerned)

Value excluding VAT: 900 000.00 GBP

Total contract value after the modifications

Value excluding VAT: 1 250 000.00 GBP