

**UK-Swansea: Advertising and marketing services**

OJ S 244/2012 19/12/2012

**Contract notice****Services****Directive 2004/18/EC****Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Welsh Ministers

Postal address: Welsh Government, Value Wales

Town: Swansea

Postal code: SA6 8AH

Country: United Kingdom

Contact person: Please use the messaging portal on [etenderwales](#) for queries regarding the requirements of the Agreement. If you are seeking support in using [etenderwales](#) please email the [bravosolution helpdesk](#) at [help@bravosolution.co.uk](mailto:help@bravosolution.co.uk)

**Internet address(es):**General address of the contracting authority: <http://wales.gov.uk>**Additional information can be obtained from:**

Contact person: See VI.3

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Contact person: See VI.3

**Tenders or requests to participate must be submitted:** Contact person: See VI.3**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

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**

The procurement involves the establishment of a framework agreement

## **II.1.4. Information about framework agreement**

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: Lot 1 - Single Supplier; Lot 2 - 3 to 8 Suppliers; Lot 3 - 3 to 5 Suppliers

### **Duration of the framework agreement**

Duration in years: 4 years with Break Clauses at the end of year 2 and 3

## **II.1.5. Short description of the contract or purchase(s)**

This procurement process is for the tender and award of a new Framework Agreement for the supply of Media Agency services to the public sector in Wales.

This procurement exercise is being conducted by Value Wales, which is a division of the Welsh Government. As a consequence of the Government of Wales Act 2006, the contracting party will be "the Welsh Ministers".

Further information on Value Wales can be accessed at the link below:

<http://wales.gov.uk/topics/improvingservices/bettervfm/?lang=en>

The Agreement will be for a period of four years and includes Break Clauses allowing the Welsh Government to terminate the Agreement at its absolute discretion at the end of years two and three.

The anticipated start date is the 1st April 2013.

The Agreement will cover the supply of the following services:-

- Media Buying and publication of adverts/notices
- Creative Campaigns
- Specialist Recruitment Advertising

The Welsh Government, on behalf of the Welsh Ministers, will be conducting 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](mailto:help@bravosolution.co.uk) Phone: 0800 368 4850

Full information in accessing the portal is found in Section VI.3.

The resulting Framework Agreement will be managed using the eContract Management module within etenderwales.

Community Benefits apply to this contract, Further details: At return of tender as part of the tender response, potential bidders are asked to submit a Method Statement in the form of a Community Benefits Plan setting out how they will deliver 'community benefits' through the life of the Agreement. The Community Benefits Method Statement will not be evaluated or scored as part of the tender process. However, the successful Agency(s) will be expected to deliver and report on the subsequent delivery of Community Benefits detailed in their Method Statement. Suppliers successfully delivering community benefits will be encouraged to develop case studies and share best practice in support of those new to the process.

## **II.1.6. CPV code(s)**

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

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

#### **II.2.2. Information about options**

#### **II.2.3. Information about renewals**

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 48 months with a Break Clause at the end of years 2 and 3 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Media Buying

#### **1) Short description**

This Lot will be a function for buying media space and the placing of adverts, 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.

#### **2) CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services

#### **3) Quantity or scope**

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

One supplier will be appointed to this Lot

Lot No: 2

Lot title: Creative Campaigns

#### **1) Short description**

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.

#### **2) CPV code(s)**

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

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

It is anticipated that between 3 and 8 suppliers will be appointed to this Lot

Lot No: 3

Lot title: Specialist Recruitment Advertising

**1) Short description**

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. Application handling/sifting services/solutions are not required under this lot.

**2) CPV code(s)**

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

**3) Quantity or scope**

**4) Indication about different time frame or duration**

**5) Additional information about lots**

It is anticipated that between 3 and 5 suppliers will be appointed to this Lot.

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

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

The awarding authority reserves the right to request parent company and/or other guarantees of performance and financial liability.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Payment terms will be indicated in the contract documents. Tenders to be priced in Sterling. Payment to be made in Sterling only.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

No special legal form required but joint and several liability to be assumed by all group bidders before acceptance.

**III.1.4. Contract performance conditions**

**III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Details to be provided will be listed in the invitation to tender documents and etender

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Details to be provided will be listed in the invitation to tender documents and etender

### **III.2.3. Technical and professional ability**

List and brief description of conditions:  
Details to be provided will be listed in the invitation to tender documents and etender

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be 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**

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

30.1.2013 - 14:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

Other: English and Welsh

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in days: 120 days (from the date stated for receipt of tender)

#### **IV.3.8. Conditions for opening of tenders**

### **Section VI: Complementary information**

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

#### **VI.2. Information about European Union funds**

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

If you require documentation in an alternative format, please use the 'Messages' area to contact the buyer directly, who will be able to provide a more suitable format. For example, Braille, large print, Word document or audio format.

A scoping exercise was undertaken by the Welsh Government to identify those organisations that, although not a legally binding agreement to do so, confirm their intention of using the Agreement. The results of which are listed below.

List of interested Organisations:

Care Council for Wales

CCW

HEFCW

National Assembly for Wales

Welsh Government

Welsh Language Commissioner

Cardiff University

Coleg Gwent

Coleg Morgannwg

Deeside College

Gower College

Neath Port Talbot College

Pembrokeshire College

St Davids Catholic College

Abertawe Bro Morgannwg University Health Board

Aneurin Bevan Health Board

Betsi Cadwaladr University Health Board

Cardiff and Vale University Health Board

Cwm Taf Health Board

Hywel Dda Health Board

Powys Teaching Health Board

Public Health Wales NHS Trust

Velindre NHS Trust

Welsh Ambulance Services NHS Trust

Bridgend Council

Caerphilly County Borough Council

Ceredigion Council

Flintshire Council

Monmouthshire Council  
Neath Port Talbot Council  
Newport Council  
Rhondda Cynon Taf  
Swansea Council  
Torfaen Council  
Vale of Glamorgan Council  
Wrexham Council  
Dyfed Powys Police  
Commission on Devolution in Wales (Wales Office)

ESTYN

Gwent Police

Mid and West Fire and Rescue

South Wales Police

Intellectual Property Office

The Agreement will also be available to the remaining Organisations listed on the link below should they decide they wish to use the Agreement in the future.

<https://www.buy4wales.co.uk/UsefulResources/contractsframeworks/organisationlist/poaplist.html?cat=14318>

Suppliers should note that acceptance onto the Framework does not guarantee the award of any contracts let under the Framework agreement. It is important to note that the Client is not obliged to commission any work under this agreement.

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 etender references for this framework are: Project\_22316 and itt\_36056
- Click on the title to access summary details of the framework. 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.

- Clarification messages submitted between 24th December 2012 and 2nd January 2013 will be collated and responded to by 10th January 2013.

Buy4Wales Reference Number: 32587

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

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

##### **VI.4.2. Review procedure**

##### **VI.4.3. Service from which information about the review procedure may be obtained**

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

14.12.2012