

**United Kingdom-Aberystwyth: Advertising and marketing services**

OJ S 199/2021 13/10/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Hybu Cig Cymru-Meat Promotion Wales

Postal address: Ty Rheidol, Parc Merlin

Town: Aberystwyth

NUTS code: UKL1 West Wales and The Valleys

Postal code: SY23 3FF

Country: United Kingdom

Contact person: Bryan Regan

E-mail: [requests@hybucig.cymru](mailto:requests@hybucig.cymru)

Telephone: +44 1970625050

**Internet address(es):**Main address: [www.hybucig.cymru](http://www.hybucig.cymru)Address of the buyer profile: [https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA24146](https://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.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Hybu Cig Cymru-Meat Promotion Wales

Town: Aberystwyth

Country: United Kingdom

Contact person: Bryan Regan

E-mail: [requests@hybucig.cymru](mailto:requests@hybucig.cymru)

NUTS code: UKL1 West Wales and The Valleys

**Internet address(es):**Main address: <https://meatpromotion.wales>Address of the buyer profile: [https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA24146](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146)**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: Development and Promotion Of Welsh red meat

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Integrated Agency - WALES - A CLEAN, GREEN, SUSTAINABLE FOOD DESTINATION

#### II.1.2. Main CPV code

79340000 Advertising and marketing services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

HCC requires tenderers who can provide support services to HCC in the context of the project. The overarching aim of the project is to deliver a far-reaching marketing campaign positioning Wales as 'must visit' clean, green and sustainable food destination, ultimately attracting visitors to Wales (including 'staycationners').

#### II.1.5. Estimated total value

Value excluding VAT: 2 040 000,00 GBP

#### II.1.6. Information about lots

This contract is divided into lots: no

### II.2. Description

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

79342000 Marketing services, 79341000 Advertising services

#### II.2.3. Place of performance

NUTS code: UKL1 West Wales and The Valleys

#### II.2.4. Description of the procurement

The project will be delivered in the home market of Wales plus the England and Germany markets. It should target key donor cities for inbound tourism to Wales as well as staycationners at key booking periods for the relevant markets.

Its target consumers will align with that of HCC and Visit Wales target markets, namely ABC1 Men and Women in Wales, England and Germany. Further profiling will be required.

The requirement of this ITT comprises the following activities:

Brand Development and production of Guidelines specifically for the project

Planning and delivery of far-reaching, impactful marketing campaigns to raise awareness of Wales as a credible food destination in Wales, England and Germany comprising TV, Digital, PR & Experiential, Social & Content Marketing and newsletters (TV in UK only)

Planning and delivery of online retail promotional activity in Wales, England and Germany  
Scoping, design and development of a multi-lingual Digital Hub

#### II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### II.2.6. Estimated value

#### II.2.7.

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

Start: 22/11/2021 End: 30/06/2023

This contract is subject to renewal: no

### **II.2.10. Information about variants**

Variants will be accepted: no

### **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:  
yes

Identification of the project: Welsh Government Rural Communities - Rural Development Programme, which is funded by the European Agricultural Fund for Rural Development

### **II.2.14. Additional information**

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

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### **III.1. Conditions for participation**

#### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

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### **IV.1. Description**

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

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

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

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 08/11/2021 Local time: 08:30

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7.**

## **Conditions for opening of tenders**

Date: 08/11/2021 Local time: 08:30

Place:

Aberystwyth

Information about authorised persons and opening procedure: Corporate Services Manager will open. Sole access to mailbox and no involvement in assessment

## **Section VI: Complementary information**

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

This is a recurrent procurement: no

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at [https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=114711](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=114711).

(WA Ref:114711)

The buyer considers that this contract is suitable for consortia.

### **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

Telephone: +44 2079477501

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

08/10/2021