

Royaume-Uni-Cardiff: Services de marketing

OJ S 100/2022 24/05/2022

Avis de modification

Services

Base juridique:

Directive 2014/24/UE

Section I: Pouvoir adjudicateur/entité adjudicatrice

I.1. Nom et adresses

Nom officiel: Welsh Government

Adresse postale: Corporate Procurement Services, Cathays Park

Ville: Cardiff

Code NUTS: UKL Wales

Code postal: CF10 3NQ

Pays: Royaume-Uni

Courriel: Angella.Hughes@gov.wales

Téléphone: +44 3000628864

Adresse(s) internet:

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

Adresse du profil d'acheteur: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

Section II: Objet

II.1. Étendue du marché

II.1.1. Intitulé

Business Wales Marketing

Numéro de référence: C204/2016/2017

II.1.2. Code CPV principal

79342000 Services de marketing

II.1.3. Type de marché

Services

II.2. Description

II.2.2. Code(s) CPV additionnel(s)

79340000 Services de publicité et de marketing

II.2.3. Lieu d'exécution

Code NUTS: UKL Wales

II.2.4. Description du contrat au moment de la conclusion du contrat

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. Durée du marché, accord-cadre, système d'acquisition dynamique ou concession

Durée en mois: 48

II.2.13. Information sur les fonds de l'Union européenne

Le contrat s'inscrit dans un projet/programme financé par des fonds de l'Union européenne: oui
Identification du projet: Business Wales - Funded by European Regional Development Fund (ERDF)

Section IV: Procédure

IV.2. Renseignements d'ordre administratif

IV.2.1. Avis d'attribution de marché relatif au présent marché

Numéro de l'avis au JO série S: [2017/S 112-225853](#)

Section V: Attribution du marché/de la concession

Marché n°: C204/2016/2017

Intitulé:

Business Wales Marketing

V.2. Attribution du marché/de la concession

V.2.1. Date de la conclusion du marché/de la décision d'attribution de la concession

31/05/2017

V.2.2. Informations sur les offres

Le marché/la concession a été attribué(e) à un groupement d'opérateurs économiques: non

V.2.3. Nom et adresse du titulaire/concessionnaire

Nom officiel: Ubiquity Group

Adresse postale: Ubiquity Group, S4C Media Centre,

Ville: Cardiff

Code NUTS: UK United Kingdom

Code postal: CF14 5DU

Pays: Royaume-Uni

Téléphone: +44 7931408837

Le titulaire/concessionnaire est une PME: oui

V.2.4. Informations sur le montant du marché/du lot/de la concession

Valeur totale du marché: 900 000,00 GBP

Section VI: Renseignements complémentaires

VI.3. Informations complémentaires

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. Procédures de recours

VI.4.1. Instance chargée des procédures de recours

Nom officiel: High Court

Adresse postale: Royal Courts of Justice, The Strand

Ville: London

Code postal: WC2A 2LL

Pays: Royaume-Uni

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

VI.5. Date d’envoi du présent avis

19/05/2022

Section VII: Modifications du contrat/de la concession

VII.1. Description du contrat après les modifications

VII.1.1. Code CPV principal

79342000 Services de marketing

VII.1.2. Code(s) CPV additionnel(s)

VII.1.3. Lieu d'exécution

Code NUTS: UKL Wales

VII.1.4. Description des prestations

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. Durée du marché, accord-cadre, système d'acquisition dynamique ou concession

Durée en mois: 72

VII.1.6. Informations sur le montant du marché/du lot/de la concession

Valeur totale du marché/du lot/de la concession: 1 250 000,00 GBP

VII.1.7. Nom et adresse du titulaire/concessionnaire

Nom officiel: Ubiquity Group

Adresse postale: S4C Media Centre, Parc Tŷ Glas

Ville: Cardiff

Code NUTS: UK United Kingdom

Code postal: CF145DU

Pays: Royaume-Uni

Le titulaire/concessionnaire est une PME: oui

VII.2. Informations sur les modifications

VII.2.1. Description des modifications

Nature et étendue des modifications (avec indication des éventuels changements préalablement apportés au contrat):

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. Raisons de la modification

Modification rendue nécessaire par des circonstances qu'un pouvoir adjudicateur/une entité adjudicatrice diligent(e) ne pouvait pas prévoir [article 43, paragraphe 1, point c), de la directive 2014/23/UE; article 72, paragraphe 1, point c), de la directive 2014/24/UE; article 89, paragraphe 1, point c), de la directive 2014/25/UE]

Description des circonstances ayant rendu la modification nécessaire et explication du caractère imprévu de ces circonstances:

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. Augmentation de prix

Valeur totale actualisée du marché avant les modifications (prenant en compte les éventuelles modifications contractuelles et adaptations de prix antérieures et, dans le cas de la directive 2014/23/UE, l'inflation moyenne dans l'État membre concerné)

Valeur hors TVA: 900 000,00 GBP

Montant total du marché après les modifications

Valeur hors TVA: 1 250 000,00 GBP