

Ríocht Aontaithe, an-Caerdydd: Marketing services

OJ S 100/2022 24/05/2022

Fógra um mhionathrú

Seirbhísí

Bunús dlí:

Treoir 2014/24/AE

Alt I: Aonán/údarás conarthachta

I.1. Ainm agus seoltaí

Ainm oifigiúil: Welsh Government

Seoladh poist: Corporate Procurement Services, Cathays Park

Baile: Cardiff

Cód NUTS: UKL Wales

Cód poist: CF10 3NQ

Tír: An Ríocht Aontaithe

Ríomhphost: Angella.Hughes@gov.wales

Guthán: +44 3000628864

Seoladh/seoltaí idirlín:

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

Seoladh phróifíl an cheannaitheora: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

Alt II: Cuspóir

II.1. Raon feidhme an tsoláthair

II.1.1. Teideal

Business Wales Marketing

Uimhir thagartha: C204/2016/2017

II.1.2. Príomhchód CPV

79342000 Marketing services

II.1.3. An cineál conartha

Seirbhísí

II.2. Cur síos

II.2.2. Cód(Cóid) CPV breise

79340000 Advertising and marketing services

II.2.3. Láthair feidhmíochta

Cód NUTS: UKL Wales

II.2.4. Cur síos ar an soláthar ag am chur i gcrích an chonartha

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. Tréimhse an chonartha, comhaontú creatlaí, córas dinimiciúil ceannaigh nó lamháltas
Fad ina mhíonna: 48

II.2.13. Faisnéis faoi Chistí an Aontais Eorpaigh

Baineann an soláthar le tionscadal agus/nó clár arna mhaoiniú ag cistí an Aontais Eorpaigh: tá
Tagairt an tionscadail: Business Wales - Funded by European Regional Development Fund (ERDF)

Alt IV: Nós imeachta

IV.2. Faisnéis riaracháin

IV.2.1. Foilseachán dámhachtana conartha maidir leis an gconradh

Uimhir an fhógra in IO S: [2017/S 112-225853](#)

Alt V: Dámhachtain an chonartha/lamháltais

Uimhir an chonartha: C204/2016/2017

Teideal:

Business Wales Marketing

V.2. Dámhachtain an chonartha/lamháltais

V.2.1. Dáta chur i gcrích an chonartha/chinneadh na dámhachtana lamháltais

31/05/2017

V.2.2. Faisnéis faoi thairiscintí

Dámhadh an conradh/lamháltas do ghrúpa oibreoirí eacnamaíocha: níl

V.2.3. Ainm agus seoladh an chonraitheora/an lamháltóra

Ainm oifigiúil: Ubiquity Group

Seoladh poist: Ubiquity Group, S4C Media Centre,

Baile: Cardiff

Cód NUTS: UK United Kingdom

Cód poist: CF14 5DU

Tír: An Ríocht Aontaithe

Guthán: +44 7931408837

FBM atá sa chonraitheoir/lamháltóir: tá

V.2.4. Faisnéis faoi luach an chonartha/an bhirt/an lamháltais

Luach iomlán an tsoláthair: 900 000,00 GBP

Alt VI: Faisnéis chomhlántach

VI.3. Faisnéis bhreise

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. Nósanna imeachta athbhreithniúcháin

VI.4.1. Comhlacht athbhreithniúcháin

Ainm oifigiúil: High Court

Seoladh poist: Royal Courts of Justice, The Strand

Baile: London

Cód poist: WC2A 2LL

Tír: An Ríocht Aontaithe

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

VI.5. Dáta seolta an fhógra seo

19/05/2022

Alt VII: Mionathruithe ar an gconradh/lamháltas

VII.1. Cur síos ar an soláthar tar éis na mionathruithe

VII.1.1. Príomhchód CPV

79342000 Marketing services

VII.1.2. Cód(Cóid) CPV breise

VII.1.3. Láthair feidhmíochta

Cód NUTS: UKL Wales

VII.1.4. Cur síos ar an soláthar

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. Tréimhse an chonartha, comhaontú creatlaí, córas dinimiciúil ceannaigh nó lamháltas

Fad ina mhíonna: 72

VII.1.6. Faisnéis faoi luach an chonartha/an bhirt/an lamháltais

Luach iomlán an chonartha/an bhirt/an lamháltais: 1 250 000,00 GBP

VII.1.7. Ainm agus seoladh an chonraitheora/an lamháltóra

Ainm oifigiúil: Ubiquity Group

Seoladh poist: S4C Media Centre, Parc Tŷ Glas

Baile: Cardiff

Cód NUTS: UK United Kingdom

Cód poist: CF145DU

Tír: An Ríocht Aontaithe

FBM atá sa chonraitheoir/lamháltóir: tá

VII.2. Faisnéis maidir le mionathruithe

VII.2.1. Cur síos ar na mionathruithe

Cineál agus méid na mionathruithe (mar aon le tásca maidir le hathruithe féideartha níos luaithe ar an gconradh):

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. Cúiseanna le haghaidh mionathraithe

Athrú is gá mar thoradh ar imthosca nach mbeadh coinne ag údarás conarthachta dícheallach leo (Airt. 43(1)(c) de Threoir 2014/23/AE, Airt. 72(1)(c) de Threoir 2014/24/AE, Airt. 89(1)(c) de Threoir 2014/25/AE)

Cur síos ar na himthosca a d'éiligh an mionathrú agus míniú faoin gcaoi go raibh na himthosca sin gan coinne:

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. Méadú ar an bpraghas

Luach iomlán nuashonraithe an chonartha roimh na mionathruithe (agus mionathruithe féideartha níos luaithe ar an gconradh á dtabhairt san áireamh mar aon le hathruithe i dtaobh an phraghais agus, i gcás Threoir 2014/23/AE, meánmhéid an bhoilscithe sa Bhallstát lena mbaineann)

Luach gan CBL san áireamh: 900 000,00 GBP

Luach an chonartha iomláin tar éis na mionathruithe

Luach gan CBL san áireamh: 1 250 000,00 GBP