

Jungtinė Karalystė, Didžioji Britanija-Kardifas: Rinkodaros paslaugos
OJ S 100/2022 24/05/2022
Skelbimas apie pakeitimą
Paslaugos

Teisinis pagrindas:
Direktyva 2014/24/ES

I dalis: Perkančioji organizacija ar perkantysis subjektas

I.1. Pavadinimas ir adresai

Oficialus pavadinimas: Welsh Government

Adresas: Corporate Procurement Services, Cathays Park

Miestas: Cardiff

NUTS kodas: UKL Wales

Pašto kodas: CF10 3NQ

Šalis: Jungtinė Karalystė

El. paštas: Angella.Hughes@gov.wales

Telefonas: +44 3000628864

Interneto adresas (-ai):

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

Pirkėjo profilio adresas: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

II dalis: Objektas

II.1. Pirkimo apimtis

II.1.1. Pavadinimas

Business Wales Marketing

Nuorodos numeris: C204/2016/2017

II.1.2. Pagrindinis BVPŽ kodas

79342000 Rinkodaros paslaugos

II.1.3. Sutarties tipas

Paslaugos

II.2. Aprašymas

II.2.2. Kitas (-i) šio pirkimo BVPŽ kodas (-ai)

79340000 Reklamos ir rinkodaros paslaugos

II.2.3. Įgyvendinimo vieta

NUTS kodas: UKL Wales

II.2.4. Pirkimo aprašymas sudarant sutartį

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. Sutarties, preliminariosios sutarties, dinaminės pirkimo sistemos ar koncesijos trukmė
Trukmė mėnesiais: 48

II.2.13. Informacija apie Europos Sąjungos fondus

Pirkimas yra susijęs su projektu ir (arba) programa, finansuojama Europos Sąjungos lėšomis: taip

Projekto identifikacijos duomenys: Business Wales - Funded by European Regional Development Fund (ERDF)

IV dalis: Procedūra

IV.2. Administracinė informacija

IV.2.1. Skelbimas apie sutarties skyrimą, susijęs su šia sutartimi

Skelbimo Europos Sąjungos oficialiajame leidinyje numeris: [2017/S 112-225853](#)

V dalis: Sutarties skyrimas/koncesijos suteikimas

Sutarties Nr.: C204/2016/2017

Pavadinimas:

Business Wales Marketing

V.2. Sutarties skyrimas/koncesijos suteikimas

V.2.1. Sutarties sudarymo ar sprendimo dėl koncesijos suteikimo data

31/05/2017

V.2.2. Informacija apie pasiūlymus

Sutartis paskirta/koncesija suteikta ekonominės veiklos vykdytojų grupei: ne

V.2.3. Rangovo arba koncesininko pavadinimas ir adresas

Oficialus pavadinimas: Ubiquity Group

Adresas: Ubiquity Group, S4C Media Centre,

Miestas: Cardiff

NUTS kodas: UK United Kingdom

Pašto kodas: CF14 5DU

Šalis: Jungtinė Karalystė

Telefonas: +44 7931408837

Rangovas arba koncesininkas yra MVĮ: taip

V.2.4. Informacija apie sutarties/pirkimo dalies/koncesijos vertę

Bendra pirkimo vertė: 900 000,00 GBP

VI dalis: Papildoma informacija

VI.3. Papildoma informacija

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. Peržiūros procedūros

VI.4.1. Peržiūros institucija

Oficialus pavadinimas: High Court

Adresas: Royal Courts of Justice, The Strand

Miestas: London

Pašto kodas: WC2A 2LL

Šalis: Jungtinė Karalystė

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

VI.5. Šio skelbimo išsiuntimo data

19/05/2022

VII dalis: Sutarties/koncesijos pakeitimai

VII.1. Pirkimo aprašymas po pakeitimų

VII.1.1. Pagrindinis BVPŽ kodas

79342000 Rinkodaros paslaugos

VII.1.2. Kitas (-i) šio pirkimo BVPŽ kodas (-ai)

VII.1.3. Įgyvendinimo vieta

NUTS kodas: UKL Wales

VII.1.4. Pirkimo aprašymas

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. Sutarties, preliminariosios sutarties, dinaminės pirkimo sistemos ar koncesijos trukmė

Trukmė mėnesiais: 72

VII.1.6. Informacija apie sutarties/pirkimo dalies/koncesijos vertę

Bendra sutarties / pirkimo dalies / koncesijos vertė: 1 250 000,00 GBP

VII.1.7. Rangovo arba koncesininko pavadinimas ir adresas

Oficialus pavadinimas: Ubiquity Group

Adresas: S4C Media Centre, Parc Tŷ Glas

Miestas: Cardiff

NUTS kodas: UK United Kingdom

Pašto kodas: CF145DU

Šalis: Jungtinė Karalystė

Rangovas arba koncesininkas yra MVĮ: taip

VII.2. Informacija apie pakeitimus

VII.2.1. Pakeitimų aprašymas

Pakeitimų pobūdis ir apimtis (nurodant galimus ankstesnius sutarties pakeitimus):

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. Pakeitimo priežastys

Būtinybė atlikti pakeitimą atsirado dėl aplinkybių, kurių pareiginga perkančioji organizacija ar perkantysis subjektas negalėjo numatyti (Direktyvos 2014/23/ES 43 straipsnio 1 dalies c punktas, Direktyvos 2014/24/ES 72 straipsnio 1 dalies c punktas, Direktyvos 2014/25/ES 89 straipsnio 1 dalies c punktas)

Aplinkybių, dėl kurių buvo būtina atlikti pakeitimą, aprašymas ir paaiškinimas, kodėl šių aplinkybių nebuvo įmanoma numatyti:

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. Padidėjusi kaina

Atnaujinta bendra sutarties vertė prieš pakeitimus (atsižvelgiant į galimus ankstesnius sutarties pakeitimus, kainos pakoregavimus ir, Direktyvos 2014/23/ES atveju, į vidutinę infliaciją atitinkamoje valstybėje narėje)

Vertė be PVM: 900 000,00 GBP

Bendra sutarties vertė po pakeitimų

Vertė be PVM: 1 250 000,00 GBP