

Ir-Renju Unit-Kardiff: Servizzi ta' marketing
OJ S 100/2022 24/05/2022
Avviż ta' modifikazzjoni
Servizzi

Il-bażi ġuridika:
Direttiva 2014/24/UE

Taqsim I: Awtorità/entità kontraenti

I.1. Isem u indirizzi

Isem uffiċjali: Welsh Government

Indirizz postali: Corporate Procurement Services, Cathays Park

Belt: Cardiff

Kodiċi NUTS: UKL Wales

Kodiċi postali: CF10 3NQ

Pajjiż: Ir-Renju Unit

Posta elettronika: Angella.Hughes@gov.wales

Telefown: +44 3000628864

Indirizz(i) tal-Internet:

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

Indirizz tal-profil tax-xerrej: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

Taqsim II: L-għan

II.1. L-għan tal-ksib

II.1.1. Titlu

Business Wales Marketing

Numru ta' referenza: C204/2016/2017

II.1.2. Kodiċi ewlieni CPV

79342000 Servizzi ta' marketing

II.1.3. It-tip ta' kuntratt

Servizzi

II.2. Deskrizzjoni

II.2.2. Kodiċi(jiet) addizzjonali tal-VKK

79340000 Servizzi tar-reklamar u l-marketing

II.2.3. Il-post tat-twettiq

Kodiċi NUTS: UKL Wales

II.2.4. Deskrizzjoni tal-akkwist fil-mument tal-konkluzjoni tal-kuntratt

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. Tul tal-kuntratt, qafas tal-ftehim, sistema dinamika ta' xiri jew konċessjoni

Tul ta' żmien f'xhur: 48

II.2.13. Informazzjoni dwar Fondi tal-Unjoni Ewropea

L-akkwist huwa marbut ma' proġett u/jew programm iffinanzjat mill-fondi tal-Unjoni Ewropea: iva

Identifikazzjoni tal-proġett: Business Wales - Funded by European Regional Development Fund (ERDF)

Taqsimha IV: Proċedura

IV.2. Informazzjoni amministrattiva

IV.2.1. Avviż ta' għoti ta' kuntratt li jikkonċerna dan il-kuntratt

Numru tal-avviż fil-ĠU S: [2017/S 112-225853](#)

Taqsimha V: Għoti ta' kuntratt/konċessjoni

Nru tal-kuntratt: C204/2016/2017

Titlu:

Business Wales Marketing

V.2. Għoti ta' kuntratt/konċessjoni

V.2.1. Id-data tal-konklużjoni tal-kuntratt/tad-deċiżjoni għall-għoti tal-konċessjoni

31/05/2017

V.2.2. Informazzjoni dwar sejhiet għall-offerti

Il-kuntratt/konċessjoni ingħata(t) lil grupp ta' operaturi ekonomiċi: le

V.2.3. L-isem u l-indirizz tal-kuntrattur/konċessjonarju

Isem uffiċjali: Ubiquity Group

Indirizz postali: Ubiquity Group, S4C Media Centre,

Belt: Cardiff

Kodiċi NUTS: UK United Kingdom

Kodiċi postali: CF14 5DU

Pajjiż: Ir-Renju Unit

Telefown: +44 7931408837

Il-kuntrattur/konċessjonarju huwa SME: iva

V.2.4. Informazzjoni dwar il-valur tal-kuntratt/lott/konċessjoni

Valur totali tal-ksib: 900 000,00 GBP

Taqsimha VI: Informazzjoni kumplementari

VI.3. Informazzjoni addizzjonali

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. Proċeduri ta' analiżi mill-ġdid

VI.4.1. Korp responsabbli għall-proċeduri ta' analiżi mill-ġdid

Isem uffiċjali: High Court

Indirizz postali: Royal Courts of Justice, The Strand

Belt: London

Kodiċi postali: WC2A 2LL

Pajjiż: Ir-Renju Unit

Indirizz tal-Internet: <http://wales.gov.uk/?skip=1&lang=en>

VI.5. Data ta' meta ntbagħat dan l-avviż

19/05/2022

VII.1. Deskrizzjoni tal-akkwist wara l-modifikazzjonijiet

VII.1.1. Kodiċi ewlieni CPV

79342000 Servizzi ta' marketing

VII.1.2. Kodiċi(jiet) addizzjonali tal-VKK

VII.1.3. Il-post tat-twettiq

Kodiċi NUTS: UKL Wales

VII.1.4. Deskrizzjoni tal-akkwist

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. Tul tal-kuntratt, qafas tal-ftehim, sistema dinamika ta' xiri jew konċessjoni

Tul ta' żmien f'xhur: 72

VII.1.6. Informazzjoni dwar il-valur tal-kuntratt/lott/konċessjoni

Valur totali tal-kuntratt/lott/konċessjoni: 1 250 000,00 GBP

VII.1.7. L-isem u l-indirizz tal-kuntrattur/konċessjonarju

Isem uffiċjali: Ubiquity Group

Indirizz postali: S4C Media Centre, Parc Tŷ Glas

Belt: Cardiff

Kodiċi NUTS: UK United Kingdom

Kodiċi postali: CF145DU

Pajjiż: Ir-Renju Unit

Il-kuntrattur/konċessjonarju huwa SME: iva

VII.2. Informazzjoni dwar modifikazzjonijiet

VII.2.1. Tifsira tal-modifikazzjonijiet

In-natura u l-estenzjoni tal-modifikazzjonijiet (b'indikazzjoni tal-possibbiltà ta' bidliet aktar kmieni fil-kuntratt):

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. Raġunijiet għal modifikazzjoni

Ħtieġa għal modifikazzjoni minħabba ċirkostanzi li awtorità diligenti kontraenti ma setgħetx tbassar (Art. 43(1)(c) tad-direttiva 2014/23/UE, Art. 72(1)(c) tad-direttiva 2014/24/UE, Art. 89(1)(c) tad-direttiva 2014/25/UE)

Deskrizzjoni taċ-ċirkostanzi li wasslu għall-ħtieġa tal-modifika u l-ispejgazzjoni tan-natura mhux mistennija ta' dawn iċ-ċirkostanzi:

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. Żieda fil-prezz

Il-valur kollu aġġornat tal-kuntratt qabel il-modifikazzjonijiet (meta wieħed iqis il-possibbiltà ta' modifikazzjonijiet aktar kmieni fil-kuntratt u adattamenti fil-prezz u, fil-każ tad-direttiva 2014/23 /UE, il-medja tal-inflazzjoni fl-Istat Membru kkonċernat)

Valur mingħajr VAT: 900 000,00 GBP

Il-valur totali tal-kuntratt wara l-modifikazzjonijiet

Valur mingħajr VAT: 1 250 000,00 GBP