

Združeno kraljestvo-Cardiff: Storitve trženja
OJ S 100/2022 24/05/2022
Obvestilo o spremembi
Storitve

Pravna podlaga:
Direktiva 2014/24/EU

Oddelek I: Javni naročnik/naročnik

I.1. Ime in naslovi

Uradno ime: Welsh Government

Poštni naslov: Corporate Procurement Services, Cathays Park

Kraj: Cardiff

Šifra NUTS: UKL Wales

Poštna številka: CF10 3NQ

Država: Združeno kraljestvo

E-naslov: Angella.Hughes@gov.wales

Telefon: +44 3000628864

Internetni naslovi:

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

Internetni naslov profila kupca: http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

Oddelek II: Predmet

II.1. Obseg naročila

II.1.1. Naslov

Business Wales Marketing

Referenčna številka dokumenta: C204/2016/2017

II.1.2. Glavna koda CPV

79342000 Storitve trženja

II.1.3. Vrsta naročila

Storitve

II.2. Opis

II.2.2. Dodatna(-e) koda(-e) CPV

79340000 Storitve oglaševanja in trženja

II.2.3. Kraj izvedbe

Šifra NUTS: UKL Wales

II.2.4. Opis javnega naročila v času sklenitve pogodbe

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. Trajanje naročila, okvirnega sporazuma, dinamičnega nabavnega sistema ali koncesije
Trajanje v mesecih: 48

II.2.13. Informacije o sredstvih EU

Naročilo se nanaša na projekt in/ali program, ki se financira s sredstvi EU: da
Identifikacijska oznaka projekta: Business Wales - Funded by European Regional Development Fund (ERDF)

Oddelek IV: Postopek

IV.2. Upravne informacije

IV.2.1. Obvestilo o oddaji naročila v zvezi s tem naročilom

Številka obvestila v UL: [2017/S 112-225853](#)

Oddelek V: Oddaja javnega naročila/podelitev koncesije

Št. naročila: C204/2016/2017

Naslov:

Business Wales Marketing

V.2. Oddaja javnega naročila/podelitev koncesije

V.2.1. Datum sklenitve pogodbe/sklepa o podelitvi koncesije

31/05/2017

V.2.2. Informacije o ponudbah

Naročilo/koncesija je bilo(-a) oddano(-a) skupini gospodarskih subjektov: ne

V.2.3. Ime in naslov izvajalca/koncesionarja

Uradno ime: Ubiquity Group

Poštni naslov: Ubiquity Group, S4C Media Centre,

Kraj: Cardiff

Šifra NUTS: UK United Kingdom

Poštna številka: CF14 5DU

Država: Združeno kraljestvo

Telefon: +44 7931408837

Izvajalec/koncesionar je MSP: da

V.2.4. Informacije o vrednosti javnega naročila/sklopa/koncesije

Skupna vrednost javnega naročila: 900 000,00 GBP

Oddelek VI: Dopolnilne informacije

VI.3. Dodatne informacije

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. Postopki za revizijo

VI.4.1. Organ, pristojen za revizijo

Uradno ime: High Court

Poštni naslov: Royal Courts of Justice, The Strand

Kraj: London

Poštna številka: WC2A 2LL

Država: Združeno kraljestvo

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

VI.5. Datum pošiljanja tega obvestila

19/05/2022

VII.1. Opis javnega naročila po spremembah

VII.1.1. Glavna koda CPV

79342000 Storitve trženja

VII.1.2. Dodatna(-e) koda(-e) CPV

VII.1.3. Kraj izvedbe

Šifra NUTS: UKL Wales

VII.1.4. Opis javnega naročila

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. Trajanje naročila, okvirnega sporazuma, dinamičnega nabavnega sistema ali koncesije

Trajanje v mesecih: 72

VII.1.6. Informacije o vrednosti javnega naročila/sklopa/koncesije

Skupna vrednost naročila/sklopa/koncesije: 1 250 000,00 GBP

VII.1.7. Ime in naslov izvajalca/koncesionarja

Uradno ime: Ubiquity Group

Poštni naslov: S4C Media Centre, Parc Tŷ Glas

Kraj: Cardiff

Šifra NUTS: UK United Kingdom

Poštna številka: CF145DU

Država: Združeno kraljestvo

Izvajalec/koncesionar je MSP: da

VII.2. Informacije o spremembah

VII.2.1. Opis sprememb

Vrsta in obseg sprememb (z navedbo morebitnih predhodnih sprememb javnega naročila):
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. Razlogi za spremembo

Potreba po spremembi zaradi okoliščin, ki jih skrben javni naročnik/naročnik ni mogel predvideti (člen 43(1)(c) Direktive 2014/23/EU, člen 72(1)(c) Direktive 2014/24/EU, člen 89(1)(c) Direktive 2014/25/EU)

Opis okoliščin, zaradi katerih so nujne spremembe, in razlaga nepredvidene narave teh okoliščin:

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. Povišanje cene

Posodobljena skupna vrednost javnega naročila pred spremembami (ob upoštevanju morebitnih predhodnih sprememb javnega naročila in prilagoditve cene in, v primeru Direktive 2014/23/EU, povprečne inflacije v zadevnih državah članicah)

Vrednost brez DDV: 900 000,00 GBP

Skupna vrednost javnega naročila po spremembah

Vrednost brez DDV: 1 250 000,00 GBP