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Tender

## **Provision of a Creative & Marketing Partner for WeCare Wales**

Social Care Wales

F02: Contract notice

Notice identifier: 2025/S 000-000700

Procurement identifier (OCID): ocids-h6vhtk-04ceac

Published 9 January 2025, 3:28pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Social Care Wales

South Gate House, Wood Street

Cardiff

CF10 1EW

#### **Email**

[procurement@socialcare.wales](mailto:procurement@socialcare.wales)

#### **Telephone**

+44 3003033444

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://www.socialcare.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0289](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0289)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.sell2wales.gov.wales>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.sell2wales.gov.wales>

**I.4) Type of the contracting authority**

Other type

Welsh Government Sponsored Body

**I.5) Main activity**

Social protection

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of a Creative & Marketing Partner for WeCare Wales

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Social Care Wales are seeking a suitably skilled and experienced creative partner to collaborate with the existing WeCare Wales resource on various elements of their marketing and communications campaigns. We require a highly creative and strategic partner with expertise across TV, social media, out-of-home advertising, storytelling, and radio. They must be comfortable working with diverse media to achieve impactful, results-driven campaigns.

The creative partner would work closely with the internal team, offering expert advice and support across all areas to help WeCare Wales achieve its objective of raising the positive profile of social care, childcare, play and early to support the growth and stability of the workforce. This would involve providing strategic guidance, developing creative assets, optimising marketing channels, and ensuring the messaging effectively reaches and engages target audiences.

Please refer to ITT for full requirement details.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79342100 - Direct marketing services

- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79961100 - Advertising photography services
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

### **II.2.4) Description of the procurement**

The contract will run initially from 1 April 2025 until 31 March 2027, with a possibility of being extended for a further 12 months, up to a total period of 3 years.

This contract will be structured with an initial budget set at zero, allowing for flexibility to align funding with evolving activity plans and funding availability throughout the financial year. As funding opportunities arise and project activities are confirmed, the budget will scale accordingly to support the required work.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract will run initially from 1 April 2025 until 31 March 2027, with a possibility of being extended for a further 12 months, up to a total period of 3 years.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Please refer to Appendix 1

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2) Conditions related to the contract**

##### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 001-146860](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

10 February 2025

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English, Welsh

#### **IV.2.7) Conditions for opening of tenders**

Date

10 February 2025

Local time

12:30pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Please refer to tender pack attachments

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=147212](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=147212).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.sell2wales.gov.wales/sitehelp/help\\_guides.aspx](https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(WA Ref:147212)

The buyer considers that this contract is suitable for consortia.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom