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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

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

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

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

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

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

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.

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.

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