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Contract

Provision of a Creative & Marketing Partner for WeCare Wales

Social Care Wales

F03: Contract award notice

Notice identifier: 2025/S 000-008783

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

Published 11 March 2025, 3:12pm

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.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.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £140,000

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.2.11) 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 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: [2025/S 000-000700](#)

Section V. Award of contract

Contract No

N/A

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 March 2025

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

COWSHED COMMUNICATION LIMITED

1st Floor, Park House , Greyfriars Road

Cardiff

CF103AF

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £140,000

Total value of the contract/lot: £140,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:148947)

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