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Tender

## Media Services Framework

Llywodraeth Cymru / Welsh Government

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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## Scope

## Reference

C090/2025/2026

## Description

The services required will include media monitoring and media evaluation, including OTS / Viewing figures or similar for every cutting. Also, Sentiment analysis for every cutting (where requested) and will need to be provided in electronic format. There is also a requirement for a Journalist Database management system and a Media Forward Planning service.

These requirements will come under 3 Lots and bidders are invited to bid for one, two, or all 3 Lots.

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £650,000 excluding VAT
- £780,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- 4 years

## **Main procurement category**

Services

## **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 72000000 - IT services: consulting, software development, Internet and support
- 48000000 - Software package and information systems

## **Contract locations**

- UKL - Wales

## **Lot constraints**

Description of how multiple lots may be awarded:

Single supplier per lot

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## **Lot 1. Media Monitoring**

### **Description**

A media monitoring service is required to ensure that that Client has a clear grasp on how the media and stakeholders view the strategic direction of the Welsh Government.

The Contract will be utilised for both continuous Media Monitoring and ad-hoc monitoring on individual campaigns. It may also be required for media evaluation.

This contract will initially service five departments across Welsh Government although this may change during the life of the contract. Each Client will provide individual lists of key words for media monitoring across all platforms. The departments and teams requiring this type of service will have a series of both crosscutting and specific requirements. The contract may also be used by Welsh Government Sponsored Bodies.

Key tasks include:

An awareness of future trends, forthcoming replacement, and new publications

A thorough understanding of the media in general

Ability to digest and disseminate the required information in the most suitable way

As part of the departmental requirements the Contractor may be required to provide a media evaluation service additional to the press cutting requirements. This may include the synthesis of Welsh Government media coverage across the board, for example using

key words, messages and spokespeople, and monthly tracking of on-going themes by media type, volume, 'opportunities to see' and tone. Individual projects will be discussed with a representative of the Client.

Ability to undertake monitoring and evaluation of Welsh language media is an essential requirement. Bilingual reports may also be required.

The client does not guarantee any level of work. The successful bidder should have the scope to cope with all departmental work plus ad hoc campaign requirements for monitoring. All ad-hoc work will be given to the Contractor in the form of a brief similar to those at Annexes A-E the size and requirements of the individual team projects will vary.

Daily summaries of Welsh Language media must be available in both Welsh and English.

### **Lot value (estimated)**

- £400,000 excluding VAT
- £479,999 including VAT

Framework lot values may be shared with other lots

### **Same for all lots**

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. Press Office Management System**

### **Description**

Journalist Database – to include Welsh, UK and International News Media, including specialist and industry news. Press, TV, radio and online.

Ability to create mailing lists for press releases using the database, including by Welsh local, Welsh national, UK local and UK national and speciality / subject area.

Ability to log, store, and search interactions with journalists and statements issued.

Ability to create own category tags to help search for interactions and statements.

Ability to issue bilingual (English and Welsh) press releases, including photos and storing photos, and track them. With an option of a newsroom that journalists can access to download materials.

Ability to produce reports on activity (press releases and statements issued) by category tags, users and media outlets.

Ability to produce reports of statements or press releases by category tags or users.

Training for all new users.

Phone line, email or online chat support for system users in office hours.

Importing of historical data into new system.

### **Lot value (estimated)**

- £99,998 excluding VAT
- £120,000 including VAT

Framework lot values may be shared with other lots

### **Same for all lots**

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 3. Media Forward Planner**

### **Description**

Journalist Database – to include contacts for Welsh, UK and International News Media, including specialist and industry news. Press, TV, radio and online.

Mailing lists for press releases using the database, including by Welsh local, Welsh national, UK local and UK national and speciality / subject area.

Issue bilingual (English and Welsh) press releases and diary markers, including photos and storing photos.

Reports on activity (press releases and statements issued) by category tags, users and media outlets.

Interact with Lot 1 supplier, e.g. tracking coverage for press notices to provide an integrated service.

### **Lot value (estimated)**

- £150,000 excluding VAT
- £179,998 including VAT

Framework lot values may be shared with other lots

### **Same for all lots**

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Framework**

### **Maximum number of suppliers**

Unlimited

**Maximum percentage fee charged to suppliers**

0%

**Framework operation description**

Single supplier per lot therefore direct award

**Award method when using the framework**

Without competition

**Contracting authorities that may use the framework**

Establishing party only

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**Submission**

**Tender submission deadline**

3 March 2026, 1:00pm

**Submission address and any special instructions**

<https://etenderwales.ukp.app.jaggaer.com/home.html>

**Tenders may be submitted electronically**

Yes

### Languages that may be used for submission

- Welsh
- English

### Award decision date (estimated)

18 March 2026

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### Award criteria

Name	Type	Weighting
Technical Criteria	Quality	70.00%
Commercial Criteria	Price	30.00%

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### Other information

#### Applicable trade agreements

- Government Procurement Agreement (GPA)

#### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Contracting authority

### Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: Angharad Simmonds

Email: [angharad.simmonds@gov.wales](mailto:angharad.simmonds@gov.wales)

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales