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Tender

Swansea Bay PR Campaign 2025/26

City & County of Swansea

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

Notice identifier: 2025/S 000-018246

Procurement identifier (OCID): ocds-h6vhtk-050aec

Published 1 May 2025, 9:18am

Scope

Reference

CCS/24/493

Description

2025/26 campaign to promote Swansea Bay as a visitor's 'Happy Place' and also linking in with Visit Wales' new 2025 'Hwyl' Campaign.

Designed to celebrate the different facets of Swansea Bay that staycaters are looking for in a holiday or short break - open spaces, fresh air and nature, coast and countryside, cultural experiences and live events

Total value (estimated)

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 2 June 2025 to 31 March 2026
- 9 months, 29 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKL18 - Swansea

Participation

Conditions of participation

See etenderwales

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

16 May 2025, 12:00pm

Tender submission deadline

22 May 2025, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravosolution.co.uk>

itt 117004

Tenders may be submitted electronically

Yes

Award criteria

Name	Description	Type	Weighting
Quality	Quality	Quality	70.00%
Price	Price	Price	30.00%

Procedure

Procedure type

Below threshold - open competition

Contracting authority

City & County of Swansea

- Public Procurement Organisation Number: PYYD-8699-BJGD

Civic Centre

Swansea

SA1 3SN

United Kingdom

Email: procurement@swansea.gov.uk

Website: <http://www.swansea.gov.uk/dobusiness>

Region: UKL18 - Swansea

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales