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Tender

Senedd Communications and Engagement Framework

Senedd Cymru / Welsh Parliament

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

Notice identifier: 2025/S 000-029746

Procurement identifier (OCID): ocds-h6vhtk-052c1d

Published 4 June 2025, 10:28am

Scope

Reference

1262

Description

We wish to establish a framework of suppliers that can support us with our efforts to engage the public in the work of the Senedd ahead of the 2026 election and beyond.

The framework duration will be five years from the date on which the contract commences, to cover the lead up to the election and the duration of the Seventh Senedd, and will be managed in three lots.

Lot 1 - Integrated Marketing Services

Lot 2 - Creator Partnerships (influencers)

Lot 3 - Creative Services

Commercial tool

Establishes a framework

Total value (estimated)

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 19 September 2025 to 18 September 2030
- 5 years

Main procurement category

Services

Contract locations

- UKL - Wales

Lot constraints

Description of how multiple lots may be awarded:

As detailed in the Tender Documents.

Not the same for all lots

CPV classifications are shown in Lot sections, because they are not the same for all lots.

Lot 1. Integrated Marketing Services

Description

Fully integrated agency providing a range of services including media planning, buying, creative, production, partnerships, marketing (including digital and out of home) and PR.

Lot value (estimated)

- £250,000 excluding VAT
- £300,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79340000 - Advertising and marketing services
- 79310000 - Market research services
- 79410000 - Business and management consultancy services

Same for all lots

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

Lot 2. Creator Partnerships (influencers)

Description

Suppliers, that specialise in working with Wales-based creators, to lead the campaign's creator partnership.

Lot value (estimated)

- £167,000 excluding VAT
- £200,400 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79340000 - Advertising and marketing services
- 79310000 - Market research services
- 79410000 - Business and management consultancy services

Same for all lots

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

Lot 3. Creative Production

Description

This lot aims to enlist a range of suppliers to provide the following creative services: branding, photography and filming / animation.

Lot value (estimated)

- £85,000 excluding VAT
- £101,998 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79340000 - Advertising and marketing services

Same for all lots

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

Framework

Maximum number of suppliers

18

Maximum percentage fee charged to suppliers

0%

Further information about fees

N/A

Justification for framework term over 4 years

The contract period runs in line with the Senedd Election.

Framework operation description

As per tender documents

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Integrated Marketing Services

As per tender documents

Lot 2. Creator Partnerships (influencers)

Lot 3. Creative Production

As per Tender Documents

Technical ability conditions of participation

Lot 1. Integrated Marketing Services

As per tender documents

Lot 2. Creator Partnerships (influencers)

Lot 3. Creative Production

As per Tender Documents

Particular suitability

Lot 1. Integrated Marketing Services

Lot 2. Creator Partnerships (influencers)

Lot 3. Creative Production

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

Submission

Enquiry deadline

27 June 2025, 10:00am

Submission type

Requests to participate

Deadline for requests to participate

4 July 2025, 10:00am

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Suppliers to be invited to tender

Lot 1. Integrated Marketing Services

7 suppliers

Selection criteria:

As Per Tender Documents

Lot 2. Creator Partnerships (influencers)

7 suppliers

Lot 3. Creative Production

10 suppliers

Selection criteria:

As per Tender Documents

Award decision date (estimated)

18 September 2025

Recurring procurement

Publication date of next tender notice (estimated): 28 May 2030

Award criteria

Name	Description	Type	Weighting
Quality	Quality Total Section 60 Marks 1. Delivery of Service 40 Marks Sub Criteria: Project management approach -Method Statement 30 Marks Timelines/Timescale s 10 Marks 2. Innovation and creativity 20 Marks Sub Criteria: Two examples of work- Creative concepts alignment with the Senedd's goals and objectives within a restricted budget? (Max 10 points) How will you ensure creative products are a diverse representation of the people of Wales? (Max 10 points)	Quality	60.00%
Cost	Cost Total Section 40 Marks Sub Criteria: Cost of Half Day Rate 30 Marks Value for money and Impact 10 Marks	Cost	40.00%

Other information

Payment terms

As per Tender Documents

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

As per Tender Documents.

Justification for not publishing a preliminary market engagement

notice

Decision made not to do preliminary market engagement on this framework due to required award date.

Documents

Documents to be provided after the tender notice

Suppliers will need to be registered on the Bravo Solution portal in order to obtain the Pre-Qualification Questionnaire (PQQ) and view the supporting Procurement documents. If you are not already registered you can register by going to www.etenderwales.bravosolution.co.uk. It is free to register on this portal. Once registered:-

- Click the 'Open Access PQQs' link
- Click on the relevant PQQ to access the content (PQQ: pqq_33684 - Senedd Communications and Engagement Framework.)
- Click the 'Express Interest' button in the 'Actions' box on the left-hand side of the page. This will move the PQQ into your 'My PQQs' page
- Click on the PQQ code. You can now access any attachments by clicking the 'Settings and Buyer Attachments' in the 'Actions' box
- You can now choose to 'Reply' to the PQQ and submit your response

Please note that the Procurement documents will be uploaded into the 'Supplier Attachments' area under 'Settings' for all suppliers to view.

Contracting authority

Senedd Cymru / Welsh Parliament

- Public Procurement Organisation Number: PZHB-8494-NVZZ

Senedd Cymru / Welsh Parliament

Cardiff

CF99 1SN

United Kingdom

Contact name: Alexander Charles Dalton

Telephone: 0300 200 6265

Email: Alexander.Dalton@senedd.wales

Website: <http://www.senedd.wales.org/abthome/abt-procurement.htm>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales