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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.

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## **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.

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## **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.

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## **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.

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## 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

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## **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)

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## **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

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Quality	Quality Total Section 60 Marks 1. Delivery of Service 40 Marks Sub Criteria: Project management approach -Method Statement 30 Marks Timelines/Timescales 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%

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## Other information

### Payment terms

As per Tender Documents

### Applicable trade agreements

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

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## **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.

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## **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](http://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.

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## **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](mailto: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