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Contract

Delivery of Education Communications and Marketing Campaigns 2025 - 2029

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-030819

Procurement identifier (OCID): ocds-h6vhtk-054505

Published 9 June 2025, 9:57am

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

cpsprocurementadvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Delivery of Education Communications and Marketing Campaigns 2025 - 2029

Reference number

C126/2024/2025

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

A call-off competition was prepared on behalf of the Welsh Ministers in order to establish a contract for the Delivery of Education Communications and Marketing Campaigns 2025 - 2029 via the Welsh Government's Integrated Marketing Campaigns and PR Framework NPS-CS-107-20. A 3 year contract with a 1 year extension option was awarded on the 6 March 2025 to Golley Slater with a contract value for services up to GBP 800,000 per annum exc. VAT.

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: £3,200,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

A call-off competition was prepared on behalf of the Welsh Ministers in order to establish a contract for the Delivery of Education Communications and Marketing Campaigns 2025 - 2029 via the Welsh Government's Integrated Marketing Campaigns and PR Framework NPS-CS-107-20. A 3 year contract with a 1 year extension option was awarded on the 6 March 2025 to Golley Slater with a contract value for services up to GBP 800,000 per annum exc. VAT.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 80

Price - Weighting: 20

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

A call-off competition was prepared on behalf of the Welsh Ministers in order to establish a contract for the Delivery of Education Communications and Marketing Campaigns 2025 - 2029 via the Welsh Government's Integrated Marketing Campaigns and PR Framework NPS-CS-107-20.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Contract No

C126/2024/2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 March 2025

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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: 6

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

V.2.3) Name and address of the contractor

GOLLEY SLATER GROUP LIMITED

Wharton Place, Wharton Street

Cardiff

CF101GS

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £3,200,000

Total value of the contract/lot: £3,200,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:152034)

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