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Tender

Cynllun Marchnata Digidol Eryri Mynyddoedd a Môr 2025/26 - Eryri Snowdonia Mountains and Coast Digital Marketing Campaign 2025/26

Cyngor Gwynedd

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

Notice identifier: 2025/S 000-033013

Procurement identifier (OCID): ocds-h6vhtk-05483b

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Scope

Description

Mae Cyngor Gwynedd wedi llwyddo i sicrhau cyllideb ar gyfer y Prosiect Diwylliesiant o Gronfa Ffyniant Gyffredin y DU.

Nod y prosiect yw cefnogi budd a lles i gymunedau, amgylchedd a busnesau Gwynedd trwy ddiwylliant, hamdden ac economi ymweld cynaliadwy. Un o allbynnau'r prosiect yw gweithredu ymgyrch farchnata ddigidol i hybu'r economi ymweld a chynhyrchu 2,500 o ymwelwyr ychwanegol a gwerth £150,000 o incwm i'r economi a chymunedau lleol.

Mae Cyngor Gwynedd yn ystyried penodi cwmni gyda chymwysterau addas i ddatblygu a gweithredu ymgyrch farchnata ddigidol i hyrwyddo Ardal Farchnata Twristiaeth Eryri Mynyddoedd a Môr sy'n cynnwys Parc Cenedlaethol Eryri, Pen Llŷn ac Arfordir Ceredigion.

Enw gweithredol yr ymgyrch farchnata ddigidol fydd 'Hwyl yn Eryri a Phen Llŷn' gyda'r prif

amcanion o hyrwyddo diwylliant, treftadaeth, iaith, tirwedd, cynnyrch lleol, cymunedau a chyfleoedd awyr agored yr ardal.

Bydd angen i'r ymgyrch ystyried yr egwyddorion a amlinellwyd yng Nghynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035 wrth ddatblygu asedau'r ymgyrch a'r amrywiol negeseuon marchnata a chyfathrebu. Bydd hyn yn cefnogi ein hamcanion strategol o greu economi ymweld er budd a lles pobl, amgylchedd, iaith a diwylliant Gwynedd ac Eryri. -

Cyngor Gwynedd has been successful in securing funds for the Diwylliesiant 2 Project from the UK Shared Prosperity Fund.

The aim of the project is to support the benefits and well-being of communities, the environment, and businesses in Gwynedd through culture, leisure, and sustainable tourism.

One of the outputs of the project is to implement a digital marketing campaign to promote the visitor economy and generate 2,500 additional visitors and £150,000 worth of income to the local economy and communities.

Cyngor Gwynedd is looking to appoint a suitably qualified company to develop and implement a digital marketing campaign to promote the Eryri Snowdonia Mountains and Coast Tourism Marketing Area which includes the Eryri National Park, Pen Llŷn and the Cambrian Coastline.

The working title of the digital marketing campaign will be known as 'Hwyl in Eryri and Pen Llŷn'.

The campaign will need to consider the principles outlined in the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 when developing the campaign assets and the various marketing and communication messages. This will support our strategic aims of creating a visitor economy for the benefit and wellbeing of the people, environment, language and culture of Gwynedd and Eryri.

Total value (estimated)

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 28 July 2025 to 27 March 2026
- 8 months

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

Contract locations

- UKL - Wales

Participation

Particular suitability

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

Submission

Enquiry deadline

27 June 2025, 5:00pm

Tender submission deadline

7 July 2025, 5:00pm

Submission address and any special instructions

<https://www.sell2wales.gov.wales/>

Tenders may be submitted electronically

Yes

Award criteria

| Name | Type | Weighting |
|---------|---------|-----------|
| Quality | Quality | 80.00% |
| Cost | Cost | 20.00% |

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335594

Commercially Sensitive Information Document

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335595

Dogfen Gwybodaeth Fasnachol Sensitif

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335597

Standard Terms and Conditions (Cyngor Gwynedd)

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335598

Telerau ac Amodau Safonol (Cyngor Gwynedd)

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335599

Wales Procurement Specific Questionnaire (WPSQ)

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335600

Holiadur Caffael Penodol Cymru (WPSQ)

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335643

ITT Digital Marketing Plan 'Hwyl in Eryri and Pen LI?n'

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335646

GID Cynllun Marchnata Digidol 'Hwyl yn Eryri a Phen LI?n'

Contracting authority

Cyngor Gwynedd

- Public Procurement Organisation Number: PTCX-9875-MZPQ

Swyddfeydd y Cyngor / Council Offices

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Contact name: Steven Jones

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Region: UKL12 - Gwynedd

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales