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Contract

Visit Swansea Bay PR Contract 2025-26

City & County of Swansea

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-037110

Procurement identifier (OCID): ocds-h6vhtk-05584d

Published 3 July 2025, 1:42pm

Scope

Reference

CCS/24/493

Description

To deliver an effective PR Campaign to raise awareness of Swansea Bay as a visitor destination, encouraging visitors to the area, and supporting local businesses and employment. The Campaign will support the destination's 'Happy Place' and 'Cultural Tourism' Campaigns.

The campaign will deliver independent content both online (including relevant social media channels) and in print.

Coverage will be reported on in terms of the relevant KPI's e.g. AVE and PR value along with ROI figures.

Contract 1. Visit Swansea Bay PR Contract 2025-26

Supplier

- [Fleet Street Communications \(London\) Limited](#)

Contract value

- £44,500 excluding VAT
- £53,399.99 including VAT

Below the relevant threshold

Date signed

13 June 2025

Contract dates

- 13 June 2025 to 31 March 2026
- 9 months, 18 days

Main procurement category

Services

CPV classifications

- 79416000 - Public relations services

Contract locations

- UKL18 - Swansea

Procedure

Procedure type

Below threshold - unknown

Supplier

Fleet Street Communications (London) Limited

- Public Procurement Organisation Number: PRWM-8169-ZYWP

Fora Building 1st Floor

London

SE1 6FJ

United Kingdom

Email: SLT@fsc.uk.com

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Visit Swansea Bay PR Contract 2025-26

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