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Award

Funding to Royal Welsh Agricultural Society 2025-2028

Llywodraeth Cymru / Welsh Government

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038329

Procurement identifier (OCID): ocds-h6vhtk-055b58 ([view related notices](#))

Published 8 July 2025, 3:44pm

Scope

Reference

C111/2025/2026

Description

Funding Support to the Royal Welsh Agricultural Society, sponsorship opportunities for Welsh Government and a platform for to engage in discussion that influent for future of Welsh agriculture.

Contract 1. Funding to Royal Welsh Agricultural Society

2025-2028

Supplier

- [Royal Welsh Agricultural Society](#)

Contract value

- £450,000 excluding VAT
- £539,999.99 including VAT

Above the relevant threshold

Earliest date the contract will be signed

11 July 2025

Contract dates (estimated)

- 14 July 2025 to 31 March 2028
- 2 years, 8 months, 18 days

Main procurement category

Services

CPV classifications

- 79342200 - Promotional services
- 77110000 - Services incidental to agricultural production

- 77100000 - Agricultural services

Contract locations

- UKL - Wales

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

Based on there being no other supplier that is able to provide the services required.

Supplier

Royal Welsh Agricultural Society

- Public Procurement Organisation Number: PPZZ-6249-VHHW

Royal Welsh Showground Llanelwedd

Builth Wells

LD23SY

United Kingdom

Email: chiefexecutive@rwas.co.uk

Region: UKL24 - Powys

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Funding to Royal Welsh Agricultural Society 2025-2028

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Contact name: Corporate Procurement Services

Email: cpsprocurementadvice@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales