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Award

CRW002-005 -Be Mighty. Recycle. Burst 6

Waste & Resources Action Programme

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

Notice identifier: 2025/S 000-041413

Procurement identifier (OCID): ocds-h6vhtk-05625f

Published 18 July 2025, 4:05pm

Scope

Description

We require the provision of professional public relations (PR) services to support the delivery and amplification of our national food waste prevention and recycling campaign in Wales. This will include strategic and hands-on PR support to ensure strong media engagement, high visibility, and resonance with key target audiences, particularly younger people and families.

The scope of services includes:

Press and Media Relations:

Drafting and refining press materials including press releases, media advisories, and briefing notes that clearly and compellingly communicate campaign messages.

Proactive media outreach and 'selling in' of campaign content to Welsh media outlets, leveraging strong existing relationships with regional and national journalists and editors.

Managing and supporting the campaign media launch, including coordination with spokespeople, stakeholders, and media representatives to ensure smooth delivery and maximum impact.

Influencer Engagement:

Identifying, recruiting, and managing appropriate influencers in Wales who align with the campaign's values and are able to engage younger audiences and families effectively.

Coordinating the development of influencer briefs, ensuring alignment with the campaign's messaging and tone of voice.

Supporting the creative treatment of influencer content, including feedback, approvals, and ensuring brand and message consistency across platforms.

This work requires a deep understanding of the Welsh media landscape, strong existing media and influencer networks, cultural and linguistic fluency in Wales (including Welsh language skills), and an ability to communicate complex behavioural change messages in engaging, accessible ways.

The supplier will work closely with our campaign team to ensure all PR and influencer activity aligns with the overall communications strategy and is delivered efficiently, ethically, and with measurable impact.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=967057354>

Contract 1. CRW002-005 -Be Mighty. Recycle. Burst 6

Supplier

- 'Cause

Contract value

- £45,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

28 July 2025

Contract dates (estimated)

- 30 July 2025 to 31 October 2025
- 3 months, 2 days

Main procurement category

Services

CPV classifications

- 92312211 - Writing agency services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

This procurement achieves the best balance of cost, quality, and efficiency by continuing our relationship with 'Cause, a small, ethical PR agency based in Wales, with whom we have built a strong and effective partnership over several years. Their deep understanding of our campaign objectives, particularly the complex and evolving messages around food waste prevention and recycling, significantly reduces the onboarding time, ensuring maximum efficiency with each campaign burst. Crucially, the PR lead is also Wales-based with a strong understanding of the nation's unique media landscape and is a Welsh speaker. Both key factors in helping to secure good, widespread coverage in the region.

Quality is ensured through their proven track record of delivering successful campaign support. Their strong ties with Welsh media have led to widespread and high-impact media coverage, enhancing the visibility and influence of our messaging across Wales. Their ability to 'sell in' campaigns effectively has been instrumental in reaching and resonating with our target audiences.

Supplier capability and innovation are demonstrated in their agile, hands-on approach and deep understanding of the Welsh context. Their team includes a Welsh-speaking PR lead with excellent media relationships, which is an invaluable asset for communicating nuanced messages to diverse audiences across Wales in a culturally and linguistically relevant way.

Supplier

'Cause

- Companies House: 12358531

16 Springfield Road,, Maesycwmmmer,, Hengoed

Caerffili,

CF82 7QP

United Kingdom

Contact name: Bethan Davies

Telephone: 07813 006125

Email: hello@causecollective.co.uk

Region: UKL16 - Gwent Valleys

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CRW002-005 -Be Mighty. Recycle. Burst 6

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor,, Blenheim Court, 19 George Street

Banbury

OX16 0AH

United Kingdom

Contact name: Hannah Russell

Telephone: 01295 819900

Email: Procurement@wrap.ngo

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)