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Award

CRW002-005 Cardiff half marathon / Be Mighty Recycle campaign

Waste & Resources Action Programme

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

Notice identifier: 2025/S 000-045981

Procurement identifier (OCID): ocids-h6vhtk-058136

Published 5 August 2025, 10:05am

Scope

Reference

CRW002-005

Description

We are going to work with the Cardiff Half Marathon for our up coming burst of the Be Mighty. Recycle. campaign. They have offered us a highly discounted rate for a suite of event and marketing opportunities. The campaign launches on September 22nd, the event is October 5th, but we will be working with the company leading up to the campaign to share campaign messages and to plan our presence at the event.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=970192408>

Contract 1

Supplier

- RUN 4 WALES LIMITED

Contract value

- £9,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

14 August 2025

Contract dates (estimated)

- 15 August 2025 to 5 October 2025
- 1 month, 22 days

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - intellectual property or exclusive rights

The timing of the Cardiff Half Marathon aligns strategically with the launch of our campaign on September 22nd, offering a unique opportunity to maximise visibility and engagement. There are no other events of this scale or public reach in Wales that coincide as effectively with our campaign objectives.

Supplier

RUN 4 WALES LIMITED

Pod 1, Capital Retail Park,, Leckwith Road

Cardiff

CF11 8EG

United Kingdom

Contact name: Procurement Lead

Telephone: 01295 584100

Email: procurement@wrap.org.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): Yes

Contract 1

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement Lead

Telephone: 01295 584100

Email: procurement@wrap.org.uk

Region: UKJ14 - Oxfordshire

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