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Award

CRW002-005 -Be Mighty. Recycle. Burst 6 - Media Buying

Waste & Resources Action Programme

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

Notice identifier: 2025/S 000-047969

Procurement identifier (OCID): ocds-h6vhtk-0585f1

Published 12 August 2025, 12:05pm

Scope

Description

Wales Recycles has been running the nationwide Be Mighty. Recycle. campaign since 2020 and since 2023 has been focused on both food waste prevention and recycling. Despite the campaigns increasingly successful behaviour change results, there are still key groups, especially younger people and families, who waste more food than average and under-perform when it comes to recycling.

The campaign has been proven to change behaviour among these high-waste groups by empowering them to waste less food and recycle what can't be eaten, supporting Welsh Government in reaching its ambitious waste and recycling targets.

We promote both our own campaign assets and those of our partners through paid advertising throughout the campaign burst. Due to the nature of social media algorithms, organic posts often struggle to reach a broad audience. By running these assets as adverts, we can effectively target and engage new audiences across Wales.

We require the provision of professional media services to support the delivery and amplification of our national food waste prevention and recycling campaign in Wales. This is to run the advertising of our assets on Meta, YouTube and TikTok.

The main aim will be to encourage people to our landing page to take part in our

interactive food waste challenge.

This work is being called off from Welsh Government MEDIA BUYING (III) SERVICES FRAMEWORK WGCD-PCS-116-22

Please note this Call-Off Contract has been procured and awarded in compliance with the procedures set out within

Framework Agreement Reference: Media Buying (Golley Slater) WCD-PCS-116-22 Under the Public Contracts Regulations

2015 ("PCR 2015"), a contracting authority is not required to issue an award notice for Call-Off Contracts awarded using

frameworks, but the Welsh Government has undertaken to voluntarily comply with WPPN 02/22 in relation to the above

referenced mini competition under this framework.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Communication-and-multimedia-software-development-services./P7W5QKAGP8>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/P7W5QKAGP8>

Contract 1

Supplier

- Golley Slater

Contract value

- £45,000 excluding VAT
- £45,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

22 August 2025

Contract dates (estimated)

- 24 August 2025 to 3 October 2025
- 1 month, 11 days

Main procurement category

Services

CPV classifications

- 72212500 - Communication and multimedia software development services

Contract locations

- UK - United Kingdom
-

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

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Supplier

Golley Slater

- Companies House: 00584047

Ground Floor, Blenheim Court, Wharton Place, Wharton Street

Cardiff

CF10 1GS

United Kingdom

Contact name: Hannah Russell

Telephone: 01295 819900

Email: hannah.russell@wrap.ngo

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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: hannah.russell@wrap.ngo

Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government