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Pipeline

## **WGCD Media Buying, Marketing and PR Framework Agreement**

Llywodraeth Cymru / Welsh Government

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-050549

Procurement identifier (OCID): ocids-h6vhtk-058c2e

Published 21 August 2025, 2:14pm

### **Scope**

### **Reference**

WGCD-PCS-136-25

### **Description**

The Welsh Government Commercial Delivery (WGCD) Team are looking to establish a new Framework Agreement for the provision of Media Buying & Integrated Marketing Campaign Services available for use by the Welsh Government and the wider Welsh Public Sector.

### **Commercial tool**

Establishes a framework

### **Total value (estimated)**

- £59,200,000 excluding VAT
- £74,000,000 including VAT

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- 4 years

### **Main category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKL - Wales

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## Submission

### Publication date of tender notice (estimated)

3 November 2025

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## Procedure

### Procedure type

Open procedure

### Above or below total value threshold

Above or equal to threshold

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## 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: Faye Moore

Email: [faye.moore@gov.wales](mailto:faye.moore@gov.wales)

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales