This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/050549-2025">https://www.find-tender.service.gov.uk/Notice/050549-2025</a>

**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): ocds-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

# **Participation**

# Particular suitability

Small and medium-sized enterprises (SME)

# **Submission**

# Publication date of tender notice (estimated)

3 November 2025

# **Procedure**

# **Procedure type**

Open procedure

#### Above or below total value threshold

Above or equal to threshold

# **Contracting authority**

# **Llywodraeth Cymru / Welsh Government**

• Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

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Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales