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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

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

United Kingdom

Contact name: Faye Moore

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Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales