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Award

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

Waste & Resources Action Programme

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-052290

Procurement identifier (OCID): ocids-h6vhtk-059005

Published 29 August 2025, 10:05am

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.

Further details of assets can be discussed in a kick off meeting, but we aim to run a similar type of procedure as the last 2 bursts of the Be Mighty. Recycle. campaign.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=976468410>

Contract 1

Supplier

- Golley Slater

Contract value

- £46,000 including VAT

Below the relevant threshold

Award decision date

28 August 2025

Earliest date the contract will be signed

29 August 2025

Contract dates (estimated)

- 1 September 2025 to 10 October 2025
- 1 month, 10 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Golley Slater

Wharton Place,, Wharton Street,

Cardiff,

CF10 1GS

United Kingdom

Contact name: Hannah Russell

Telephone: 01295584109

Email: procurement@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

Telephone: 01295 819900

Email: hannah.russell@wrap.ngo

Region: UKJ14 - Oxfordshire

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