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Contract

Be Mighty. Recycle. burst 6 – Media spend

Waste & Resources Action Programme

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-052291

Procurement identifier (OCID): ocds-h6vhtk-059006

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.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=976541250>

Contract 1

Supplier

- Golley Slater

Contract value

- £40,000 including VAT

Below the relevant threshold

Date signed

29 August 2025

Contract dates

- 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 - limited competition

Supplier

Golley Slater

Wharton Place, 13 Wharton Street

Cardiff

CF10 1GS

United Kingdom

Contact name: Kate Nicol

Email: knicol@golleyslater.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Waste & Resources Action Programme

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

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United Kingdom

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Email: hannah.russell@wrap.ngo

Region: UKJ14 - Oxfordshire

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