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Contract

Be Mighty. Recycle. Burst 6 - Media Buying

WRAP

F03: Contract award notice

Notice identifier: 2025/S 000-053546

Procurement identifier (OCID): ocds-h6vhtk-059330

Published 3 September 2025, 1:52pm

Section I: Contracting authority

I.1) Name and addresses

WRAP

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

Contact

Hannah Russell

Email

procurement@wrap.ngo

Telephone

+44 1295584100

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.wrap.ngo>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA1160

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Be Mighty. Recycle. Burst 6 - Media Buying

Reference number

CRW002-005

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short 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.

This work is being called off from Welsh Government MEDIA BUYING (III) SERVICES

FRAMEWORK WGCD-PCS-116-22

Please note this Call-Off Contract has been procured and awarded in compliance with the procedures set out within

Framework Agreement Reference: Media Buying (Golley Slater) WCD-PCS-116-22 Under the Public Contracts Regulations

2015 ("PCR 2015"), a contracting authority is not required to issue an award notice for Call-Off Contracts awarded using

frameworks, but the Welsh Government has undertaken to voluntarily comply with WPPN 02/22 in relation to the above

referenced mini competition under this framework.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £46,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

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.

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II.2.5) Award criteria

Quality criterion - Name: Methodology / Weighting: 40

Quality criterion - Name: Delivery / Weighting: 10

Quality criterion - Name: Team / Weighting: 20

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This work is being called off from Welsh Government MEDIA BUYING (III) SERVICES FRAMEWORK WGCD-PCS-116-22

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 September 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Golley Slater

Wharton Place, Wharton Street

Cardiff

CF101GS

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

00584047

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £46,000

Total value of the contract/lot: £46,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:154588)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom