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Planning

WGCD Media Buying & Integrated Marketing Campaigns Framework Agreement

Llywodraeth Cymru / Welsh Government

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056713

Procurement identifier (OCID): ocds-h6vhtk-051d8e ([view related notices](#))

Published 15 September 2025, 4:48pm

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.

The new Framework Agreement will combine two existing Agreements which are due to expire in December 2025 and March 2026.

The precise scope of the Framework Agreement will be provided in the Contract Notice and Tender Documents.

Commercial tool

Establishes a framework

Total value (estimated)

- £74,000,000 excluding VAT
- £88,800,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2030
- 4 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKL - Wales
-

Engagement

Engagement deadline

31 October 2025

Engagement process description

It is our intention to hold a virtual supplier awareness event on Tuesday 21st October 2025, with the aim to provide potential bidders with an overview of the procurement strategy and tender process. Bidders who register an interest in this notice will be sent a link to the event.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

7 November 2025

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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Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales