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Award

Senedd Communications and Engagement Framework

Senedd Cymru / Welsh Parliament

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

Notice identifier: 2025/S 000-064258

Procurement identifier (OCID): ocds-h6vhtk-052c1d ([view related notices](#))

Published 10 October 2025, 3:25pm

Scope

Reference

1262

Description

A framework of suppliers that supports the Senedd with our efforts to engage the public in the work of the Senedd ahead of the 2026 election and beyond.

Suppliers will support us to raise awareness, increase understanding and encourage participation in the work of the Senedd by providing integrated marketing services, content creator partnerships and creative services, such as branding, photography and animation.

The framework duration is for five years from the date on which the contract commences, to cover the lead up to the election and the duration of the Seventh Senedd, and will be managed in three lots.

Commercial tool

Establishes a framework

Lot 1. Integrated Marketing Services

Description

Fully integrated agency providing a range of services including media planning, buying, creative, production, partnerships, marketing (including digital and out of home) and PR.

Lot 2. Creator Partnerships (influencers)

Description

Suppliers, that specialise in working with Wales-based creators, to lead the campaign's creator partnership.

Lot 3. Creative Production

Description

This lot aims to enlist a range of suppliers to provide the following creative services: branding, photography and filming / animation.

Contract 1. Lot 1 – Integrated Marketing Services

Lots

Lot 1. Integrated Marketing Services

Suppliers (5)

- Alaw
- Cowshed
- Golley Slater
- SBW Advertising LTD
- WCS Agency

Contract value

- £300,000 excluding VAT
- £360,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

9 October 2025

Date assessment summaries were sent to tenderers

9 October 2025

Standstill period

- End: 21 October 2025
- 8 working days

Earliest date the contract will be signed

22 October 2025

Contract dates (estimated)

- 27 October 2025 to 26 October 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79410000 - Business and management consultancy services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan
-

Contract 2. Lot 2 - Creator Partnerships (influencers)

Lots

Lot 2. Creator Partnerships (influencers)

Suppliers (5)

- Alaw
- Cowshed
- Equinox
- reTHINK PR & Marketing
- Working Word

Contract value

- £200,000 excluding VAT
- £240,000 including VAT

Framework lot values may be shared with other lots

Above the relevant threshold

Award decision date

9 October 2025

Date assessment summaries were sent to tenderers

9 October 2025

Standstill period

- End: 21 October 2025
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Contract dates (estimated)

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Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79410000 - Business and management consultancy services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan
-

Contract 3. Lot 3 - Creative Services

Lots

Lot 3. Creative Production

Suppliers (8)

- Alaw
- Cowshed
- Freshwater
- Golley Slater
- reTHINK PR & Marketing
- SBW Advertising LTD
- Soup Creative
- Working Word

Contract value

- £100,000 excluding VAT
- £120,000 including VAT

Framework lot values may be shared with other lots

Below the relevant threshold

Award decision date

9 October 2025

Date assessment summaries were sent to tenderers

9 October 2025

Earliest date the contract will be signed

22 October 2025

Contract dates (estimated)

- 27 October 2025 to 26 October 2030
- 5 years

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79410000 - Business and management consultancy services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan

Information about tenders

Lot 1. Integrated Marketing Services

- 9 tenders received
 - 9 tenders assessed in the final stage:
 - 9 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 5 suppliers awarded contracts
 - 4 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot 2. Creator Partnerships (influencers)

- 8 tenders received
 - 8 tenders assessed in the final stage:
 - 8 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
 - 5 suppliers awarded contracts
 - 3 suppliers unsuccessful (details included for contracts over £5 million)
-

Lot 3. Creative Production

- 12 tenders received

- 12 tenders assessed in the final stage:
 - 12 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 8 suppliers awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Suppliers

Alaw

- Public Procurement Organisation Number: PJDW-4965-HNHH

Rhewl

Denbighshire

LL15 1UH

United Kingdom

Email: Hi@alaw.cymru

Region: UKL13 - Conwy and Denbighshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Integrated Marketing Services

Contract 2. Lot 2 - Creator Partnerships (influencers)

Contract 3. Lot 3 - Creative Services

Cowshed

- Public Procurement Organisation Number: PYZW-1928-NTLD

Floor 1, Park House, Greyfriars Road

Cardiff

CF10 3AF

United Kingdom

Email: vicki@wearecowshed.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Integrated Marketing Services

Contract 2. Lot 2 - Creator Partnerships (influencers)

Contract 3. Lot 3 - Creative Services

Equinox

- Public Procurement Organisation Number: PWCD-4596-PJPG

9 CWRT-Y-PARC

Cardiff

CF14 5GH

United Kingdom

Email: helen@equinox.wales

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creator Partnerships (influencers)

Freshwater

- Public Procurement Organisation Number: PRNM-6799-JYPX

Raglan House

Cardiff

CF23 8BA

United Kingdom

Email: antony.jones@freshwater.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 3. Lot 3 - Creative Services

Golley Slater

- Public Procurement Organisation Number: PWXT-4982-RRTN

Wharton Place, Wharton Street

Cardiff

CF10 1GS

United Kingdom

Email: mldavies@golleyslater.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Integrated Marketing Services

Contract 3. Lot 3 - Creative Services

reTHINK PR & Marketing

- Public Procurement Organisation Number: PYCG-1991-CGNG

2 Princess Way

Swansea

SA1 3LW

United Kingdom

Email: Jenny@rethinkprm.com

Region: UKL18 - Swansea

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creator Partnerships (influencers)

Contract 3. Lot 3 - Creative Services

SBW Advertising LTD

- Public Procurement Organisation Number: PNNN-5539-TYGM

Cambrian Buildings

Cardiff

CF10 5FL

United Kingdom

Email: leticia@sbwadvertising.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Integrated Marketing Services

Contract 3. Lot 3 - Creative Services

Soup Creative

- Public Procurement Organisation Number: PPLD-5293-VCRP

103 Bute Street

Cardiff

CF10 5AD

United Kingdom

Email: garan@soupcreative.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 3. Lot 3 - Creative Services

WCS Agency

- Public Procurement Organisation Number: PJTB-4782-NZNX

DOLPHIN HOUSE

Cardiff

CF10 1BG

United Kingdom

Email: CHELSEA@WCS.AGENCY

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Lot 1 - Integrated Marketing Services

Working Word

- Public Procurement Organisation Number: PCXD-9623-QWXY

2 Sovereign Quay, Havannah Street

Cardiff

CF10 5SF

United Kingdom

Email: daniel.tyte@workingword.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 2. Lot 2 - Creator Partnerships (influencers)

Contract 3. Lot 3 - Creative Services

Contracting authority

Senedd Cymru / Welsh Parliament

- Public Procurement Organisation Number: PZHB-8494-NVZZ

Senedd Cymru / Welsh Parliament

Cardiff

CF99 1SN

United Kingdom

Email: helena.grant@senedd.wales

Website: <http://www.senedd.wales.org/abthome/abt-procurement.htm>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales