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Planning

Welsh Government Media Services Framework

Llywodraeth Cymru / Welsh Government

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

Notice identifier: 2025/S 000-074586

Procurement identifier (OCID): ocids-h6vhtk-05e2e4 ([view related notices](#))

Published 18 November 2025, 8:42am

Scope

Reference

C090/2025/2026

Description

Preliminary Market Engagement Notice - Including details of a supplier event for the upcoming Welsh Government Media Services Framework, which will cover:

Lot 1 – Media Monitoring Services

A media monitoring service is required to ensure that that Client has a clear grasp on how the media and stakeholders view the strategic direction of the Welsh Government.

The Contract will be utilised for both continuous Media Monitoring and ad-hoc monitoring on individual campaigns. It may also be required for media evaluation.

This contract will initially service five departments across Welsh Government although this may change during the life of the contract. Each Client will provide individual lists of key

words for media monitoring across all platforms. The departments and teams requiring this type of service will have a series of both crosscutting and specific requirements. The contract may also be used by Welsh Government Sponsored Bodies.

Key tasks include;

An awareness of future trends, forthcoming replacement and new publications

A thorough understanding of the media in general

Ability to digest and disseminate the required information in the most suitable way

As part of the departmental requirements the Contractor may be required to provide a media evaluation service additional to the press cutting requirements. This may include the synthesis of Welsh Government media coverage across the board, for example using key words, messages and spokespeople, and monthly tracking of on-going themes by media type, volume, 'opportunities to see' and tone. Individual projects will be discussed with a representative of the Client.

Monitoring and evaluation of Welsh language media will be required. Bilingual reports may also be required

Lot 2 - Press Office Manager System – 30 users

Journalist Database – to include Welsh, UK and International News Media, including specialist and industry news. Press, TV, radio and online.

Ability to create mailing lists for press releases using the database, including by Welsh local, Welsh national, UK local and UK national and speciality / subject area.

Ability to log, store, and search interactions with journalists and statements issued.

Ability to create own category tags to help search for interactions and statements.

Ability to issue bilingual (English and Welsh) press releases, including photos and storing photos, and track them.

Ability to produce reports on activity (press releases and statements issued) by category tags, users and media outlets.

Ability to produce reports of statements or press releases by category tags or users.

Training for all new users.

Phone line, email or online chat support for system users in office hours.

Importing of historical data into new system.

Lot 3 - Media Forward Planner – 30 editors and 30 read-only users, with option to increase number of users.

Provision of media forward planning information which can be searched and viewed by date and category.

Ability to create weekly grids, which can be edited and share between users.

Ability to plot longer term campaigns alongside weekly activity.

Ability to create and download grids and reports by tag categories and dates.

Training for all new users.

Phone line, email or online chat support for system users in office hours.

Importing of historical data into new system.

Customer service and account relations (applies to all three lots)

Named account manager to meet regularly, initially at least once a month, but moving to quarterly after first year with the named Welsh Government press office contact to discuss service requirements, feedback and improvements needed. Also ad-hoc meetings with 72-hours' notice as needed.

Commercial tool

Establishes a framework

Total value (estimated)

- £649,998 excluding VAT
- £780,000 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
- 79300000 - Market and economic research; polling and statistics
- 72212480 - Sales, marketing and business intelligence software development services
- 72212000 - Programming services of application software
- 48500000 - Communication and multimedia software package
- 48480000 - Sales, marketing and business intelligence software package

Contract locations

- UKL - Wales

Engagement

Engagement deadline

31 December 2025

Engagement process description

A supplier engagement event will be held at 1pm on Thursday 27th November via Microsoft Teams. If you would like to attend, please email a request to:

commercialprocurement.professionalservices@gov.wales

Please note, as the session will be held on Teams, attendee names will be visible to everyone on the call. We will take questions via the messaging function and circulate a Q&A document after the event.

The session will provide you with a brief overview of the requirement, along with an overview of the tender process and timescales.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

12 January 2026

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Email: commercialprocurement.professionalservices@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales