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Tender

## **WGCD Media Buying, Integrated Marketing Campaigns and PR Services Framework Agreement**

Llywodraeth Cymru / Welsh Government

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-076225

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

Published 21 November 2025, 6:51pm

### **Scope**

### **Reference**

WGCD-PCS-136-25

### **Description**

The Welsh Government Commercial Delivery Team wish to establish a new Framework Agreement for the provision of Media Buying Services, Integrated Marketing Campaigns and PR Services. The Framework Agreement will be open to use by the Welsh Public Sector.

### **Commercial tool**

Establishes a framework

### **Total value (estimated)**

- £82,000,000 excluding VAT
- £98,400,000 including VAT

Above the relevant threshold

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKL - Wales

### **Lot constraints**

Description of how multiple lots may be awarded:

Lot 1 - it is intended that a single supplier will be appointed to this Lot

Lot 2 - it is intended that 10 suppliers will be appointed to this Lot

### **Not the same for all lots**

Contract dates are shown in Lot sections, because they are not the same for all lots.

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## **Lot 1. Media Buying Services**

### **Description**

Provision of services for the planning, buying, measurement and evaluation of media space across multiple channels, and the placing of adverts, Public and Legal Notices and recruitment advertising in the chosen media, with the provision of basic design and typesetting.

### **Lot value (estimated)**

- £9,500,000 excluding VAT
- £11,400,000 including VAT

Framework lot values may be shared with other lots

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- 4 years

### **Same for all lots**

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

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## Lot 2. Integrated Marketing Campaigns and PR Services

### Description

Successful Framework Suppliers will be required to provide Customer Organisations access to full-service agencies capable of providing strategic advice, creative solutions, and campaign management from insight work and concept creation, through to execution, implementation, measurement and evaluation. Expert advice on appropriate media channels, and planning, buying, measurement and evaluation of media space. Experienced and skilled PR specialists for specific campaigns and ongoing PR support.

### Lot value (estimated)

- £40,000,000 excluding VAT
- £48,000,000 including VAT

Framework lot values may be shared with other lots

### Contract dates (estimated)

- 1 April 2026 to 21 March 2030
- 3 years, 11 months, 21 days

### Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

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## Framework

### **Maximum number of suppliers**

11

### **Maximum percentage fee charged to suppliers**

0%

### **Framework operation description**

Details contained within the tender documents

### **Award method when using the framework**

Either with or without competition

### **Contracting authorities that may use the framework**

All public sector bodies in Wales can use the Framework Agreement, a full list of the named organisations is included in Appendix 1 of the tender documents.

### **Contracting authority location restrictions**

- UKL - Wales

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## **Participation**

## **Legal and financial capacity conditions of participation**

### **Lot 1. Media Buying Services**

Details included within the tender documents

### **Lot 2. Integrated Marketing Campaigns and PR Services**

Details contained in the tender documents

## **Technical ability conditions of participation**

### **Lot 1. Media Buying Services**

Details included within the tender documents

### **Lot 2. Integrated Marketing Campaigns and PR Services**

Details contained in the tender documents

## **Particular suitability**

### **Lot 1. Media Buying Services**

### **Lot 2. Integrated Marketing Campaigns and PR Services**

Small and medium-sized enterprises (SME)

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## **Submission**

## **Enquiry deadline**

12 December 2025, 12:00pm

## **Tender submission deadline**

19 December 2025, 12:00pm

## **Submission address and any special instructions**

The Welsh Government Commercial Delivery Team (WGCD) intends to conduct this procurement exercise using the Proactis Supplier Portal:-

<https://supplierlive.proactisp2p.com/Account/Login>

Suppliers must be registered on the Proactis Supplier Portal to be able to bid for this tender opportunity.

## **Tenders may be submitted electronically**

Yes

## **Languages that may be used for submission**

- Welsh
- English

## **Award decision date (estimated)**

9 March 2026

## **Recurring procurement**

Publication date of next tender notice (estimated): 12 November 2029

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## Award criteria

### Lot 1. Media Buying Services

| Name       | Type    | Weighting |
|------------|---------|-----------|
| Technical  | Quality | 60.00%    |
| Commercial | Cost    | 40.00%    |

### Lot 2. Integrated Marketing Campaigns and PR Services

| Name       | Type    | Weighting |
|------------|---------|-----------|
| Technical  | Quality | 80.00%    |
| Commercial | Cost    | 20.00%    |

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## Other information

### Payment terms

Details contained within the tender documents.

### Description of risks to contract performance

Details contained within the tender documents.

### Conflicts assessment prepared/revised

Yes

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## Procedure



## Procedure type

Open procedure

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## 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

Email: [Faye.Moore@gov.wales](mailto:Faye.Moore@gov.wales)

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales