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Contract

Provision of a Creative & Marketing Partner for WeCare Wales www.wecare.wales

Social Care Wales

F03: Contract award notice

Notice identifier: 2025/S 000-077346

Procurement identifier (OCID): ocids-h6vhtk-05e970

Published 26 November 2025, 3:07pm

Section I: Contracting authority

I.1) Name and addresses

Social Care Wales

South Gate House, Wood Street

Cardiff

CF10 1EW

Contact

Procurement Team

Email

procurement@socialcare.wales

Telephone

+44 3003033444

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.socialcare.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0289

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of a Creative & Marketing Partner for WeCare Wales www.wecare.wales

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a CONTRACT AWARD under the Public Contract Regulations 2015 (PCR) - the contract is awarded under NPS Media Buying, Integrated Marketing Campaigns & Public Relations Services 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: £0.01

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Contract under NPS Media Buying, Integrated Marketing Campaigns & Public Relations Services Framework

Reference: NPS-CS-107-20

Social Care Wales's Requirements

Social Care Wales is seeking a suitably skilled and experienced creative partner to collaborate with the existing WeCare Wales team with a focus on the various elements of their marketing, communications and resources campaigns.

The creative partner must:

- Be responsible, proactive, flexible and dynamic in supporting both planned and unplanned projects.
- Optimize impact and ensure value for money within the available budget.
- Provide highly creative, innovative and strategic expertise across a broad range of media channels, including but not limited to: TV, social media, out-of-home (OOH) advertising, radio, cinema, digital and print.
- Offer guidance on audience targeting, recommending the most effective approaches to engage identified audience groups.
- Manage budget planning and oversight ensuring adherence to agreed financial parameters.
- Maintain clear communication processes with the We Care Wales team.
- Implement robust evaluation processes to assess the performance and impact of commissioned work, including providing access to live data.
- Ensure that all outputs are accessible, bilingual and adhere to Welsh language standards.
- Align with Social Care Wales's marketing and communications and digital strategies. This could include (but is not limited to) making sure any resources meet our marketing and communications and digital and technology standards, using our central CRM system to support campaigns and/or building on and contributing back to our understanding of our audiences.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 20

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

II.2.14) Additional information

With guidance from Sell2Wales, this Contract Notice is published under the Public Contracts Regulations 2015 (PCR), using the NPS Media Buying, Integrated Marketing Campaigns & Public Relations Services Framework which falls pre Feb 2025.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 054-006734](#)

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

24 November 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

COWSHED COMMUNICATION LIMITED

1st Floor, Park House , Greyfriars Road

Cardiff

CF103AF

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £0.01

Total value of the contract/lot: £0.01

Section VI. Complementary information

VI.3) Additional information

All Supplier Assessment Summaries sent to all Supplier's 24.11.25

A standstill period initiated until 5 December 2025

This will be a zero-value, zero-hour arrangement, offering flexibility to align delivery with evolving needs. There is no guarantee of any minimum level of work or spend under the Contract.

This Contract will be set with an initial budget set at zero, allowing for flexibility to align funding with evolving activity plans and funding availability throughout the financial year. As funding opportunities arise and project activities are confirmed, the budget will scale accordingly to support the required work.

Work will be commissioned on an 'as required' basis, dependent on Social Care Wales's needs and subject to budget availability. Individual projects will be agreed in writing, with scope, deliverables, timescales, and pricing confirmed prior to commencement against submitted rate cards.

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(WA Ref:158607)

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