

8 July 2026

Dear

ATISN 27091 – Resource efficiency and recycling.

Information requested

Thank you for your request which I received on 15 June 2026 in relation to this [View notice - Sell2Wales](#)

You asked for:

- What are the contractual performance KPI's for this contract?
- Suppliers who applied for inclusion on this contract and were successful & not successful at the PQQ & ITT stages
- Actual spend on this contract, from the start of the contract to the current date
- Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?
- Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension and was it exercised?
- Who is the senior officer (outside of procurement) responsible for this contract?

Our response

The information you requested is below.

What are the contractual performance KPI's for this contract?

At the time of issuing the specification, the requirement to support the introduction of the workplace recycling law was the priority. These were the communication objectives to support that campaign.

- To deliver a national information campaign to ensure the impacted businesses, the public sector and third sector organisations are aware (target of 80%) of the legal changes to how they manage their waste from Autumn 2023.
- To ensure 80% of the businesses, the public sector and third sector organisations are ready for the change and understand what they need to do to comply by Autumn 2023.
- To increase support amongst the target audiences by 40% of the changes through pre and post campaign tracking.

Requirements and KPIs for campaigns that supported other resource efficiency and recycling policies from the Welsh Government were specified during the lifetime of the contract.

Suppliers who applied for inclusion on this contract and were successful & not successful at the PQQ & ITT stages

The contract was let via an existing framework: Integrated Marketing Campaigns and PR Framework NPS-CS-107-20. All companies on the framework were invited to bid for the contract. 6 tender responses were received. There was no PQQ stage because it was an existing framework. An ITQ was issued as part of the mini competition. All suppliers were invited to bid and following a technical and commercial evaluation the bidder achieving the highest combined score was awarded the contract.

Actual spend on this contract, from the start of the contract to the current date
£2,443,169.94 excluding VAT.

Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?

Specification attached here.



3.11 Mini
Competition ITQ Spec

Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension and was it exercised?

The contract was for 3 years. The contract was extended for additional 5 months. This was due to the coming into force date of the small electrical items part of the workplace recycling law starting on 6 April 2026. This allowed us to ensure businesses were aware of the changes. The overall value of the contract remained the same.

Who is the senior officer (outside of procurement) responsible for this contract?

Withheld under section 40(personal data)

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House,

Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,