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Tender

## **CU.1222.JO-Marketing and Communication Support to Cyber Innovation Hub Project**

Cardiff University

F02: Contract notice

Notice identifier: 2023/S 000-000280

Procurement identifier (OCID): ocds-h6vhtk-03954d

Published 5 January 2023, 2:42pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cardiff University

Procurement Services, McKenzie House, 30-36 Newport Road

Cardiff

CF24 0DE

#### **Email**

[oliverj6@cardiff.ac.uk](mailto:oliverj6@cardiff.ac.uk)

#### **Telephone**

+44 2920879648

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

### **Internet address(es)**

Main address

<http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0258](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0258)

### **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

### **I.4) Type of the contracting authority**

Body governed by public law

### **I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CU.1222.JO-Marketing and Communication Support to Cyber Innovation Hub Project

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Cyber Innovation Hub has a vision to transform the Cardiff Capital Region into a leading UK cyber cluster by 2030. We will do this by creating a pipeline of new companies and by providing training courses and CPD to upskill people in cyber skills.

We require support from an agency to support the marketing and communications function of the Hub.

#### **II.1.5) Estimated total value**

Value excluding VAT: £250,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79413000 - Marketing management consultancy services
- 72415000 - World wide web (www) site operation host services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

#### **II.2.4) Description of the procurement**

The Cyber Innovation Hub has a vision to transform the Cardiff Capital Region into a leading UK cyber cluster by 2030. We will do this by creating a pipeline of new companies and by providing training courses and CPD to upskill people in cyber skills.

We require support from an agency to support the marketing and communications function of the Hub. This will include:

- Hosting our existing website
- Maintaining and updating our website
- Managing social media on behalf of the Hub – LinkedIn and Twitter
- Assisting with the call for challenges and challenge responders for the Hub
- Assisting with marketing the Hub's skills courses via the website and other media
- Comms support for Hub events
- Coordinating and producing regular blog posts/good news stories about Hub activities
- Ensuring that all comms are bilingual/accessible through the medium of Welsh

The Hub is initially funded until March 2024 so the initial requirement is to support the Hub until that point. Subject to the agreement of funding, it may be possible to extend the period incrementally until September 2027.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

This contract is subject to renewal

Yes

Description of renewals

Options to extend to 2027

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

Ad-hoc services within the scope of the specification.

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

6 February 2023

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English, Welsh

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

6 February 2023

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

(WA Ref:127877)

The buyer considers that this contract is suitable for consortia.

### **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