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Tender

Website and branding for Diwylliant a Hinsawdd Cymru | Climate and Culture Cymru

The National Library of Wales

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

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Scope

Description

1. Overview

The culture sector in Wales has an important role to play in tackling the climate and nature emergencies, because culture has a unique ability to inspire, connect, share stories, and help us to imagine different futures. The culture sector also needs to manage the impact of a changing climate on cultural and heritage assets and the historic environment, and play its part in becoming net zero, nature friendly and supporting climate justice.

As a national cultural institution with a strong record of delivering decarbonisation projects, the National Library of Wales (NLW) is leading a high-profile and cross-cutting Climate Action Programme to support the culture sector in Wales to respond to the climate and nature emergencies.

This programme includes developing an online 'one stop shop' platform for anyone working in the cultural sector in Wales to find training and resources, events, case studies, and to share ideas and collaborate on climate and nature action. The National Library of Wales are seeking to engage a company to undertake the development of a new bilingual

Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru website and branding, to deliver this online platform.

2. Context

In spring 2024, Welsh Government commissioned a research report into the Welsh culture sector and the climate and nature emergencies, which was conducted by Regen and published alongside Welsh Government's Priorities for Culture in May 2025. The report recommendations align with and will support delivery of Ambition 16 of the Priorities for Culture, which is for the culture sector to demonstrate "leadership and collaboration in its approaches to sustainable development, building resilience, and tackling the climate and nature emergencies".

Working in partnership with Welsh Government, the National Library of Wales (NLW) will lead on a high profile and cross-cutting programme to implement the recommendations that works across three policy areas – culture, arts and the historic environment (Cadw).

The recommendations of the research report include:

- the establishment of a sectoral peer network to focus on climate and nature in the culture sector in Wales
- a culture sector 'library' for all to access bilingual, useful guides
- host an online forum and collate already active and relevant working groups
- facilitate training for the workforce and volunteers
- develop case studies and share examples of the Welsh culture sector as 'cultural changemakers' to inspire and engage other policy areas.

The delivery of these recommendations will be facilitated by the development of a new website and branding.

The National Library of Wales are seeking to engage a company to undertake the development of a new bilingual Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru website and branding, which will facilitate delivery of the above recommendations by acting as a recognisable 'one stop shop' hub providing a library of existing training resources, 'how to' guides and existing networks/working groups, a bank of case studies, information about events and collaborative projects, news articles and a discussion forum for members.

3. Project specification

To deliver a Wordpress (or other hosted website service) design template for the Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru website, along with logo and branding, to promote and provide information on sustainability, climate action and culture in Wales.

The Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru website should be a bilingual, dynamic 'one-stop-shop' hub of information, aimed at people working in all parts of the culture sector in Wales (arts, museums, libraries, archives, historic environment), including employees, freelancers and volunteers. The website will include:

- a library of existing training resources, 'how to' guides and directory of existing networks/working groups
- a bank of case studies
- events and opportunities listings (inbuilt event booking not required)
- news articles and newsletter signup
- a discussion forum with members only access
- contact form

Deliverables

The following deliverables are required:

- A new bilingual design template that is modern and accessible to all users and designed for use on current Wordpress sites
- A template that will enable editors to update and maintain the website content, with training provided before the new website goes live.
- Time allowance for editors to upload pre-prepared content before the website goes live.
- An interactive staging prototype of the design to allow editors and stakeholders to test content and functionality before publishing the live site.
- A discussion forum area accessible only through a members' login.
- Smooth navigation between both English and Welsh language sites and pages
- New Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru branding and logo design.

- Quotes for ongoing annual hosting costs
- Quotes for further maintenance and support (cost per hour)
- Training package for staff
- Search engine optimization for both Welsh and English sites

Considerations

a. Accessibility

The site must meet accessibility and usability standards. It must be cross-browser compatible and compatible with mobile devices. The site therefore needs to be compatible with assistive technologies e.g. screen readers and magnifiers, digital readers, and playback software.

It must cater for the varying needs and abilities of users and be accessible in line with Web Accessibility Guidelines. <http://www.w3.org/WAI/>

Public Sector institutions must comply with The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 (and the Equalities Act 2010)
<https://www.legislation.gov.uk/uksi/2018/852/made>

The website must meet the WCAG 2.2AA standard

<https://www.gov.wales/accessibility-standards-govwales>

and an accessibility statement must be provided.

<https://www.gov.uk/government/publications/sample-accessibility-statement>

The interface needs to be intuitive, user-friendly, and searching needs to be accurate and easy.

b. Design and layout / Ergonomics

The new site should have a user-friendly, modern design, using colours and design elements to highlight the work the culture sector in Wales is doing to address the climate and nature emergencies. It is essential that visitors to the site can find the information that they require in their preferred language by navigating the site with ease.

c. Welsh language requirements

In compliance with the Welsh Language Standards (No. 7) Regulations 2018 the website will need to be available in English and Welsh, including direct language switching on all pages.

<https://business.senedd.wales/mglIssueHistoryHome.aspx?Id=21301>

d. Prototype

The successful company will provide an interactive prototype of a new design for the following views:

- Main Homepages
- Landing pages for each of the main sections
- Design package for each element within a page
- Responsive interface for each of the page views

We expect the first design of each view to be presented, then allowing us to request flexible changes amounting to one full redesign of the original proposal, before presenting the final prototype. Additional changes based on user testing should be included within the price. Each step will be signed off before moving on to the final stage when the product is delivered.

e. Translation and proof-reading

We ask that the winning bidder work with us to ensure that all Welsh text is checked and proof-read before content goes live. If changes need to be made from English to Welsh, translations will be finalised by us to ensure accuracy before returning to you for adding to the site.

f. Intellectual property

All intellectual property rights in any designs, graphics, and other assets created as part of this project shall be assigned and transferred in full to the National Library of Wales, upon completion of the project and final payment. The supplier shall retain no rights to use, reproduce, or distribute these assets except with prior written consent from the client.

g. Reporting

The winning bidder will attend a project inception meeting and report to the Climate Action Programme Lead at the National Library of Wales through monthly online meetings, with an appropriate meeting schedule to be mutually agreed during the inception meeting.

h. The Well-being of Future Generations Act

Contributing to economic, social, environmental and cultural sustainability in line with the Well-being of Future Generations (Wales) Act 2015 is important to the NLW's operations. The design and technical solution(s) shall strive to comply with this important legislation.

Total value (estimated)

- £12,500 excluding VAT
- £15,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 3 February 2026 to 19 May 2026
- 3 months, 17 days

Main procurement category

Services

CPV classifications

- 72413000 - World wide web (www) site design services

Contract locations

- UKL1 - West Wales and the Valleys

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

26 January 2026, 12:00pm

Tender submission deadline

30 January 2026, 2:00pm

Submission address and any special instructions

Bidders should submit a document no more than 15 pages in length explaining how they meet the evaluation criteria described in appendix 1 (Diwylliant a Hinsawdd Cymru | Culture and Climate Cymru - Tender Evaluation Criteria). Supporting evidence may be submitted in addition.

All tender responses must be submitted through Sell2Wales:
<https://www.sell2wales.gov.wales/> by the deadline, Friday, 30 January 2026, 2:00pm.

Tenders may be submitted electronically

Yes

Award criteria

Name	Description	Type
Design concept and creativity	Quality of design concept, evidence of high quality and creative ideas in response to the brief and the themes of climate and culture. Weighting 20/110	Quality
Project Management	A clear project plan and evidence of the ability to deliver, including details of the approach to project management, timetable, approach to prototyping, user testing, incorporation of feedback, quality assurance and risk management. Weighting 20/110	Quality
Experience	Experience (of the team and company/organisation) and evidence of a successful track record of delivering similar projects, with examples included. Weighting 15/110	Quality
Design/ergonomics	Quality of approach to design / Quality ergonomics. Weighting 15/110	Quality
Bilingual interface	Evidence of ability to deliver a fully bilingual interface with direct language switching and to meet Welsh language requirements. Weighting 10/110	Quality
Accessibility	Evidence that proposal meets accessibility and usability standards and approach to delivering this. Weighting 10/110	Quality
Training and support	Approach to delivering training and support for staff and editors. Weighting 10/110	Quality

Name	Description	Type
Sustainability	Evidence of the company/organisation's approach to economic, social, environmental and cultural sustainability in line with the Well-being of Future Generations (Wales) Act 2015 and how the design and technical solution will comply with this. Weighting 10/110	Quality
Price	Price will be assessed on value for money, based on the allocated budget of no more than £12,500 (ex VAT) for the contract. Total for all submitted items will be added up and marks will be determined as follows: 5 - Lowest price 4 - Within 5% of the lowest price 3 - Within 10% of the lowest price 2 - Within 20% of the lowest price 1 - Within 30% of the lowest price 0 - More than 40% higher than the lowest price	Price

Weighting description

The tender submissions will be assessed against these two criteria:

- Quality of your work and creativity, including project management and ability to deliver: 70%
- Price: 30%

The evaluation panel appointed for this procurement will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall tender score will be obtained by applying the relevant weighting factors.

The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

Please refer to attached document Appendix 1 Diwylliant a Hinsawdd Cymru Culture and

Climate Cymru website - tender evaluation criteria.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=356770

Diwylliant a Hinsawdd Cymru Culture and Climate Cymru website and branding specification - invitation to tender

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=356771

Appendix 1 - Diwylliant a Hinsawdd Cymru Culture and Climate Cymru website - tender evaluation criteria

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=3

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Gwahoddiad i Dendro - Gwefan a brandio Diwylliant a Hinsawdd Cymru Climate and Culture Cymru

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=356773

Appendix 1 - Diwylliant a Hinsawdd Cymru Culture and Climate Cymru – Meini Prawf ar gyfer Gwerthuso Tendrau.

Contracting authority

The National Library of Wales

- Charity Commission (England and Wales): 525775

Penglais

Ceredigion

SY23 3BU

United Kingdom

Contact name: Judith Musker Turner

Telephone: +441970632470

Email: judith.muskerturner@llyfrgell.cymru

Website: <https://www.llyfrgell.cymru/>

Region: UKL14 - South West Wales

Organisation type: Public authority - central government

Devolved regulations that apply: Wales