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Contract

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

Cardiff University

F03: Contract award notice

Notice identifier: 2023/S 000-010255

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

Published 6 April 2023, 4:53pm

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £250,000

### **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.2.11) 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 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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-000280](#)

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## **Section V. Award of contract**

### **Contract No**

CU.1222.JO

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

31 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 10

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: 10

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

**V.2.3) Name and address of the contractor**

BIC INNOVATION LTD

BIC INNOVATION LTD, 1b Llys Onnen, Parc Menai

BANGOR

LL574DF

Telephone

+44 00000000000

Fax

+44 00000000000

Country

United Kingdom

NUTS code

- UKL12 - Gwynedd

The contractor is an SME

Yes

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

Total value of the contract/lot: £250,000

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## **Section VI. Complementary information**

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

(WA Ref:130683)

### **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