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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): ocds-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

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

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

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

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](#)

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 0000000000

Fax

+44 0000000000

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

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