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Planning

## Copywriting Services

Development Bank of Wales

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-021312

Procurement identifier (OCID): ocds-h6vhtk-05133b ([view related notices](#))

Published 14 May 2025, 2:20pm

## Scope

### Reference

DBW00171.00

### Description

The capacity and capability of the inhouse team needs to be strengthened with the appointment of at least one freelance communications professional who can work as an extension of the team to help tell our story; identifying specific media opportunities and delivering a programme of regular PR content. This will include press releases, thought leadership articles, case studies and media briefings. This will include sector-specific and national media.

There are two specific areas of work. They are not exclusive to each other but more than one freelancer may be appointed depending upon specialist experience:

1. Strategic media content for the national, finance, investment, property and tech media.
2. General B2B media in Wales and copywriting

Working to the Group Communications Specialist and alongside the internal Press Officer, core responsibilities will then include:

#### Strategic media

Identifying value-added B2B and sector specific media opportunities for discussion and commentary with a target of one per month. Finance, investment, property and tech media will be a key priority.

#### General B2B media and copywriting

Researching and drafting press releases and case for placement with Welsh business press and UK investment/finance media.

Providing ad-hoc copywriting support on a project basis as required including, but not limited to, the annual report.

The nature of this work requires excellent B2B copywriting skills and proven experience of working with business media. All content will need to be bilingual, but translation can be managed internally.

Weekly planning meetings will be held online via Teams to agree and monitor workflow. Input will need to be tracked on an hourly basis using daily timesheets.

All content will need to be produced error free and in line with existing brand guidelines to reflect the Development Bank's agreed tone and style.

The successful tenderer/s will need to be responsive and able to turn work around quickly, often within tight timescales.

Core working hours are 9am – 5pm but written work can be done at a time and location to suit the individual.

The successful tenderer/s will be responsible for co-ordinating necessary stakeholder approvals, but the internal team will take responsibility for organising any photography, final sign-off and translation.

It is not envisaged that any support will be required with crisis communications or issues management

#### **Total value (estimated)**

- £280,000 excluding VAT
- £336,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 28 July 2025 to 27 July 2027
- Possible extension to 27 July 2030
- 5 years

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

### **Contract locations**

- UK - United Kingdom

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## **Engagement**

### **Engagement deadline**

20 May 2025

## **Engagement process description**

NA

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## **Submission**

### **Publication date of tender notice (estimated)**

20 May 2025

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## **Contracting authority**

### **Development Bank of Wales**

- Public Procurement Organisation Number: PCWM-6438-QYVP

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Website: <http://www.developmentbank.wales>

Region: UKL23 - Flintshire and Wrexham

Organisation type: Public authority - central government

Devolved regulations that apply: Wales