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Tender

Copywriting Services (Freelancer)

Development Bank of Wales

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

Notice identifier: 2025/S 000-023456

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

Published 20 May 2025, 4:38pm

Scope

Reference

DBW00171.00

Description

Tender notice for copywriting services for DBW

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:

Strategic media content for the national, finance, investment, property and tech media.

General B2B media in Wales and copywriting

Working with 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.

Detailed Requirements

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 tenderers 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 tenderers 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.

Suppliers to note this is a call of contract with no commitment of work.

The procurement documents can be located on etenderwales.bravosolution.co.uk

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

Description of possible extension:

36 months in 12 month increments

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

Please review tender documentation

Technical ability conditions of participation

please refer to tender documentation

Particular suitability

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

Submission

Enquiry deadline

16 June 2025, 12:00pm

Tender submission deadline

25 June 2025, 12:00pm

Submission address and any special instructions

<https://etenderwales.bravesolution.co.uk>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

14 July 2025

Recurring procurement

Publication date of next tender notice (estimated): 25 July 2027

Award criteria

Name	Description	Type	Weighting
Service delivery	there are 3 questions to this section	Quality	50.00%
Quality assurance	This section has 5 questions	Quality	40.00%
Cost	Day rates required to fulfil the requirements	Price	10.00%

Other information

Payment terms

30 days and all invoices are required to have a unique identifier which will be given to the successful supplier(s) on contract award.

Description of risks to contract performance

NA

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Documents

Associated tender documents

<http://etenderwales.bravosolutions.co.uk>

All documents are visible to supplier under the ITT_Ref number itt_117326

Contracting authority

Development Bank of Wales

- Public Procurement Organisation Number: PCWM-6438-QYVP

Development Bank of Wales plc

Cardiff

CF10 4BZ

United Kingdom

Contact name: Leanne Millard

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Email: leanne.millard@developmentbank.wales

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

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales