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Tender

## **PHW-FTS-59308 - DESIGN OF VISUAL ASSETS, SHORT AMINATIONS AND VIDEO CONTENT FRAMEWORK**

Public Health Wales NHS Trust

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

Notice identifier: 2025/S 000-037322

Procurement identifier (OCID): ocds-h6vhtk-0558d7

Published 4 July 2025, 10:21am

### **Scope**

### **Reference**

PHW-FTS-59308

### **Description**

Public Health Wales (PHW) is seeking appoint a range of qualified design service providers to deliver comprehensive design services covering the breadth of various design work as set out in the Appendix C. The providers will support PHW in creating high-quality visual assets that align with their brand identity, marketing strategies, and communication goals.

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

- £460,000 excluding VAT

- £552,000 including VAT

Below the relevant threshold

## **Main procurement category**

Services

## **CPV classifications**

- 79933000 - Design support services

## **Contract locations**

- UKL - Wales

## **Not the same for all lots**

Contract dates are shown in Lot sections, because they are not the same for all lots.

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## **Lot 1. Lot 1 - Design of Visual Assets**

### **Description**

To create and deliver high-quality visual assets, including but not limited to PDF templates, report and document templates, branded presentation materials, logos, brochures, flyers, social media graphics, posters, banners, other promotional materials and website visuals. The deliverables must be flexible, customisable, and adhere to our

brand guidelines, ensuring clear communication, accessibility, and consistency across all visual materials.

### **Lot value (estimated)**

- £230,000 excluding VAT
- £276,000 including VAT

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

- 1 September 2025 to 31 August 2026
- Possible extension to 31 August 2027
- 2 years

Description of possible extension:

An extension of one year is available for the contracting Trust.

### **Same for all lots**

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. Lot 2 - Short Animations and Video Content**

### **Description**

The suppliers for Lot 2 will be responsible for the development of engaging animation and video content, which may include explainer videos, motion graphics, animated

infographics, and branded video content for various platforms. Deliverables should effectively convey key messages, align with our brand identity, Welsh language and accessibility standards, and be optimised for different distribution channels, while ensuring high-quality audio and visual standards.

### **Lot value (estimated)**

- £230,000 excluding VAT
- £276,000 including VAT

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

- 1 September 2025 to 31 August 2026
- Possible extension to 31 August 2027
- 2 years

Description of possible extension:

A one year extension is optional for the contracting Trust.

### **Same for all lots**

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

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## **Participation**

## **Particular suitability**

**Lot 1. Lot 1 - Design of Visual Assets**

**Lot 2. Lot 2 - Short Animations and Video Content**

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

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## **Submission**

### **Enquiry deadline**

22 July 2025, 12:00pm

### **Tender submission deadline**

29 July 2025, 12:00pm

### **Submission address and any special instructions**

<https://etenderwales.bravosolution.co.uk>. Project reference PHW-FTS-59308. ITT reference itt\_118266.

### **Tenders may be submitted electronically**

Yes

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## **Award criteria**

### **Lot 1. Lot 1 - Design of Visual Assets**

Stage 1 Compliant Bid - Pass/Fail

Stage 2 Conditions for Participation - Pass/Fail

Stage 3 Technical - not scored - Pass/Fail

Stage 4 Technical - scored - 40%

Stage 4 Commercial - 60%

### **Lot 2. Lot 2 - Short Animations and Video Content**

Stage 1 Compliant Bid - Pass/Fail

Stage 2 Conditions for Participation - Pass/Fail

Stage 3 Technical - not scored - Pass/Fail

Stage 4 Technical - scored - 40%

Stage 4 Commercial - 60%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## Documents

### Associated tender documents

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

This process is being conducted via eTenderWales. Project reference PHW-FTS-59308.  
ITT reference itt\_118266

### Technical specifications to be met

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

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ITT reference itt\_118266.

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## Contracting authority

### Public Health Wales NHS Trust

- NHS Organisation Data Service: RYT

2 Capital Quarter, Tyndall Street

Cardiff

CF10 4BZ

United Kingdom

Contact name: Alexandra Woodward

Email: [alexandra.woodward@wales.nhs.uk](mailto:alexandra.woodward@wales.nhs.uk)

Website: <https://phw.nhs.wales/>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales

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## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

### **NHS Wales Shared Services Partnership (hosted by Velindre University NHS Trust)**

Summary of their role in this procurement: Process Management

- NHS Organisation Data Service: RQF

4-5 Charnwood Court, Heol Billingsley, Parc Nantgarw

Cardiff

CF15 7QZ

United Kingdom

Email: [alexandra.woodward@wales.nhs.uk](mailto:alexandra.woodward@wales.nhs.uk)



Website: <https://nwssp.nhs.wales/>

Region: UKL15 - Central Valleys

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## Contact organisation

Contact [Public Health Wales NHS Trust](#) for any enquiries.