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Tender

Taith Media Services

Cardiff University

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

Notice identifier: 2025/S 000-039665

Procurement identifier (OCID): ocds-h6vhtk-055eaf ([view related notices](#))

Published 14 July 2025, 2:39pm

Scope

Reference

CU.1928.MP

Description

Taith is looking to source support of a range of media outputs throughout the lifespan of the programme. This support is detailed in 5 lots. Bidders are invited to bid for any number of lots, from one individual lot to all 5. A number of examples of work to date can be found on our website and social media (Facebook, LinkedIn, X, Instagram, YouTube, Bluesky, Threads).

Commercial tool

Establishes a framework

Total value (estimated)

- £250,000 excluding VAT
- £300,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2029
- 4 years

Main procurement category

Services

Contract locations

- UKL22 - Cardiff and Vale of Glamorgan

Lot constraints

Description of how multiple lots may be awarded:

Supplier can win all lots.

Not the same for all lots

CPV classifications are shown in Lot sections, because they are not the same for all lots.

Lot 1. Video creation

Description

Creation of videos such as case studies, videos for the website (average 2-5 minutes long) and edited shorter versions/excerpts (30 seconds - 1 minute) from longer videos, for social media. Filming and editing of events. The supplier must obtain signed consent/release forms from all participants and compliance with relevant regulations for GDPR. All outputs will be required in Welsh and English. The supplier will need to arrange the script and interview questions in collaboration with Taith. With regards to the video specifications, we'd be looking for high quality videos with a resolution minimum Full HD (1920x1080); ideally 4K for futureproofing. The video format should be compatible for use on our website, YouTube and social media (e.g. MP4, 1080p HD, 4K). All videos need to adhere to our organisation's visual identity (e.g. logos, fonts, colours and tones). Music will be required for the videos (and on occasions voiceovers) these will need to be arranged by the supplier and need to be royalty-free or properly licensed music only. The videos need to meet accessibility requirements and will need to include subtitles in both Welsh and English. Taith should retain full rights (IP) to the final video and all raw footage unless otherwise agreed.

Lot value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79961000 - Photographic services

- 79960000 - Photographic and ancillary services

Same for all lots

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

Lot 2. Still photography

Description

Taking and editing photos of Taith related events and participants. The supplier must obtain signed consent/release forms from all participants and compliance with relevant regulations for GDPR. The photos will be needed for use on the Taith website, social media, printed reports, pull up banners and other forms of advertising. We'd be looking for between 20-50 high quality images per request with minimal editing as we want the photos to feel authentic and not staged. The photo format should be JPEG or similar and include high resolution for print and web-ready versions. The photos obtained should, where possible, aim to reflect our strategy with a focus on people from underrepresented groups. The supplier will need to show sensitivity to vulnerable groups such as children or people with additional learning needs. Taith should retain full rights to use images as needed, ideally with full IP transfer or an exclusive, perpetual license. Create and/or provide stock images where necessary. Photographer must only use royalty-free or properly licensed elements (e.g., backgrounds, props) and provide documentation. The photographer will need to comply with GDPR.

Lot value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79961000 - Photographic services

Same for all lots

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

Lot 3. Social media assets

Description

Creation of social media assets such as templates for Taith to use internally. Creation of short videos (30 seconds - 2 minutes) to explain elements of Taith in both Welsh and English. Ad hoc short animations. With regards to the video specifications, we'd be looking for high quality videos with a resolution minimum Full HD (1920x1080); ideally 4K for futureproofing. The video format should be compatible for use on our website, YouTube and social media (e.g. MP4, 1080p HD, 4K). All videos need to adhere to our organisation's visual identity (e.g. logos, fonts, colours and tones). Music will be required for the videos (and on occasions voiceovers) these will need to be arranged by the supplier and need to be royalty-free or properly licensed music only. The videos need to meet accessibility requirements and will need to include subtitles in both English and Welsh. Taith should retain full rights (IP) to the final video and all raw footage unless otherwise agreed.

Lot value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79342100 - Direct marketing services

Same for all lots

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

Lot 4. PR and communications support

Description

Press / articles / copywriting - creating press releases and providing channels for us to get the press releases to the relevant media outlets, through your established networks and contacts. These are likely to be one-off items and required on an ad hoc basis. Development of campaigns and supporting liaison with media contacts. Outputs will be required in Welsh and English. The programme has a developed communications strategy but there may be a need in the future to work with an external provider to develop the communications strategy further.

Lot value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79416000 - Public relations services

Same for all lots

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

Lot 5. Graphic design

Description

Taith will be looking to continue with its current branding but may require updates to branding guidelines and to the branding styles and designs as needed. Taith is also looking for development of tangible media products such as, merchandise, pull-up banners, leaflets, infographics (for reports, social media and posters as examples) etc. These are likely to be one-off items and required on an ad hoc basis. All designs must align with Taith's brand guidelines and fit with our tone and style. The designs need to meet accessibility best practices particularly in relation to high colour contrast, readable font sizes and to be screen reader friendly. The design format should be JPEG or similar and include high resolution for print and web-ready versions. Within Taith we use Canva, and when working on editable files, we would need the original working files in this format. The designs should aim to reflect our strategy with a focus on people from underrepresented groups. All outputs will be required in Welsh and English. Taith should retain full rights (IP) to the designs and any stock images must be royalty-free or appropriately licensed.

Lot value (estimated)

- £50,000 excluding VAT
- £60,000 including VAT

Framework lot values may be shared with other lots

CPV classifications

- 79822500 - Graphic design services

Same for all lots

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

Framework

Maximum number of suppliers

5

Maximum percentage fee charged to suppliers

0%

Further information about fees

n/a

Justification for framework term over 4 years

n/a

Framework operation description

See tender documents.

Award method when using the framework

Either with or without competition

Contracting authorities that may use the framework

Establishing party only

Participation

Legal and financial capacity conditions of participation

Lot 1. Video creation

See tenders documents.

Lot 2. Still photography

Lot 3. Social media assets

Lot 4. PR and communications support

Lot 5. Graphic design

See tender documents.

Technical ability conditions of participation

Lot 1. Video creation

See tenders documents.

Lot 2. Still photography

Lot 3. Social media assets

Lot 4. PR and communications support

Lot 5. Graphic design

See tender documents.

Particular suitability

Lot 1. Video creation

Lot 2. Still photography

Lot 3. Social media assets

Lot 4. PR and communications support

Lot 5. Graphic design

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

5 August 2025, 12:00pm

Tender submission deadline

8 August 2025, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/cardiffuniversity.aspx/Home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

5 September 2025

Award criteria**Lot 1. Video creation****Lot 3. Social media assets****Lot 4. PR and communications support****Lot 5. Graphic design**

Name	Description	Type	Weighting
Quality	Quality	Quality	70.00%
Price	Price	Price	20.00%
ESG	ESG	Quality	10.00%

Lot 2. Still photography

Name	Description	Type	Weighting
Quality	Quality	Quality	70.00%
Price	Price	Price	20.00%
ESG	ESG	Quality	10.00%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Cardiff University

- Public Procurement Organisation Number: PHVT-4343-HWYR

Procurement Services

Cardiff

CF24 4HQ

United Kingdom

Email: PiorkzynskiM@cardiff.ac.uk

Website: <http://www.cardiff.ac.uk/business/why-work-with-us/for-suppliers>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales