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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

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.

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## 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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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

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## **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)

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## **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

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

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Quality	Quality	Quality	70.00%
Price	Price	Price	20.00%
ESG	ESG	Quality	10.00%

**Lot 2. Still photography**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Quality	Quality	Quality	70.00%
Price	Price	Price	20.00%
ESG	ESG	Quality	10.00%

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**Other information****Applicable trade agreements**

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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## **Contracting authority**

### **Cardiff University**

- Public Procurement Organisation Number: PHVT-4343-HWYR

Procurement Services

Cardiff

CF24 4HQ

United Kingdom

Email: [PiorczynskiM@cardiff.ac.uk](mailto:PiorczynskiM@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