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Award

Award of Copywriting services

Development Bank of Wales

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-044737

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

Published 31 July 2025, 1:18pm

Scope

Reference

DBW00171.00

Description

The Development Bank of Wales would like to notify its intention to award the Copywriting services following on from an open tender procedure

Contract 1. Copywriting Services

Suppliers (2)

- [Carys Mair Communications Cyfathrebu](#)
- [Seren Global Media](#)

Contract value

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

Above the relevant threshold

Award decision date

15 July 2025

Date assessment summaries were sent to tenderers

24 July 2025

Standstill period

- End: 12 August 2025
- 8 working days

Earliest date the contract will be signed

13 August 2025

Contract dates (estimated)

- 14 August 2025 to 27 July 2027
- Possible extension to 27 July 2030
- 4 years, 11 months, 14 days

Description of possible extension:

3 years in 12 month increments

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Information about tenders

- 8 tenders received
- 8 tenders assessed in the final stage:
 - 8 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)

- 2 suppliers awarded contracts
- 6 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Suppliers

Carys Mair Communications Cyfathrebu

- Public Procurement Organisation Number: PDNT-1527-TNGP

5 Croft Street

Cowbridge

CF717DH

United Kingdom

Email: carys@carysmair.com

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Connected people/organisations:

Carys Thomas 1974

5 Croft Street, Cowbridge, CF71 7DH

Contract 1. Copywriting Services

Seren Global Media

- Public Procurement Organisation Number: PCWW-3474-CQMG

Compass House, Unit 11, Tawe Business Village, Swansea Enterprise Park

Swansea

SA79LA

United Kingdom

Email: wyn.jenkins@serenglobalmedia.com

Region: UKL18 - Swansea

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: Yes

Public service mutual: No

Connected people/organisations:

NA

Contract 1. Copywriting Services

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

Telephone: +442920801715

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

