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Award

## Taith Media Services Framework

Cardiff University

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

Notice identifier: 2025/S 000-066052

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

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## Scope

## Reference

CU.1928.MP

## Description

Taith is a Welsh Government funded programme with a high public profile and requires a continuous and consistent public presence, including a website, social media, case studies, published outcomes etc.

Taith is run by a wholly owned subsidiary company of Cardiff University. Initially, the spend for website and media services was £25k but it is now anticipated that the spend on media services will exceed the PCR 2015 threshold of £213k and it is will likely cost a lot more than this in the long-term and therefore requires a framework for Taith to call off from.

There are a number of different elements so these could be divided into lots to enable a wider choice of supplier.

1. Branding: To include, branding guidelines and updates to the branding styles and

designs. Needs to be created in both English and Welsh.

2. Video creation: To include all videos such as case study filming and editing and attending events. Including providing their own consent forms and compliance with relevant regulations for GDPR. Needs to be created in both English and Welsh. To include longer videos for the website as well as social short videos.

3. Still photography: To including taking photos of Taith related events and participants. Including providing their own consent forms and compliance with relevant regulations for GDPR. Also being able to create and/or provide stock images where necessary.

4. Social media assets: Create social media assets as templates for us to use internally. To also create short videos to explain elements of Taith in both English and Welsh. Ad hoc short animations will also be required.

5. Comms strategy - helping to shape and develop a comms strategy along with the Taith team.

6. PR support: Press / articles / copywriting - creating press releases and providing channels for us to get the press releases to the relevant media outlets. Development of campaigns, and supporting liaison with media contacts.

7. Graphic design - Development of tangible media products such as, merchandise, pull-up banners, leaflets

There is currently a team comprising a Senior Impact and Communications Officer and Social Media Officer but the level of public profile requires more resourcing and expertise in the areas of branding, graphic design, video creation, still photography and other media services.

## **Commercial tool**

Establishes a framework

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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.

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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 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.

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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.

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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.

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## **Contract 1. Taith Media Services Lot 1**

### **Lots**

Lot 1. Video creation

### **Suppliers (3)**

- Blue Stag
- The Banana Agency Ltd T/A JM Creative
- WHITE HART CARW GWYN LIMITED

### **Contract value**

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

Framework lot values may be shared with other lots

Above the relevant threshold

### **Award decision date**

10 October 2025

### **Date assessment summaries were sent to tenderers**

10 October 2025

### **Standstill period**

- End: 27 October 2025
- 8 working days

### **Earliest date the contract will be signed**

31 October 2025

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

- 1 November 2025 to 31 October 2029
- 4 years

## **Main procurement category**

Services

## **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 2. Taith Media Services Lot 2**

### **Lots**

Lot 2. Still photography

### **Suppliers (3)**

- Blue Stag
- COOKED ILLUSTRATIONS LIMITED
- THE ORCHARD MEDIA & EVENTS GROUP LIMITED

### **Contract value**

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

Framework lot values may be shared with other lots

Above the relevant threshold

**Award decision date**

10 October 2025

**Date assessment summaries were sent to tenderers**

10 October 2025

**Standstill period**

- End: 27 October 2025
- 8 working days

**Earliest date the contract will be signed**

31 October 2025

**Contract dates (estimated)**

- 1 November 2025 to 31 October 2029
- 4 years

**Main procurement category**

Services



## **CPV classifications**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 3. Taith Media Services Lot 3**

### **Lots**

Lot 3. Social media assets

### **Suppliers (3)**

- Blue Stag
- ON SCREEN PRODUCTIONS LTD
- THE ORCHARD MEDIA & EVENTS GROUP LIMITED

### **Contract value**

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

Framework lot values may be shared with other lots

Above the relevant threshold

### **Award decision date**

10 October 2025

**Date assessment summaries were sent to tenderers**

10 October 2025

**Standstill period**

- End: 27 October 2025
- 8 working days

**Earliest date the contract will be signed**

31 October 2025

**Contract dates (estimated)**

- 1 November 2025 to 31 October 2029
- 4 years

**Main procurement category**

Services

**CPV classifications**

- 79342100 - Direct marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 4. Taith Media Services Lot 4**

### **Lots**

Lot 4. PR and communications support

### **Suppliers (3)**

- AXION SOLUTIONS LTD
- Blue Stag
- MEDIAWORKS UK LIMITED

### **Contract value**

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

Framework lot values may be shared with other lots

Above the relevant threshold

### **Award decision date**

10 October 2025

### **Date assessment summaries were sent to tenderers**

10 October 2025

### **Standstill period**

- End: 27 October 2025
- 8 working days

### **Earliest date the contract will be signed**

31 October 2025

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

- 1 November 2025 to 31 October 2029
- 4 years

### **Main procurement category**

Services

### **CPV classifications**

- 79416000 - Public relations services

### **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
-

## **Contract 5. Taith Media Services Lot 5**

### **Lots**

Lot 5. Graphic design

### **Suppliers (3)**

- ATEBOL CYFYNGEDIG
- Blue Stag
- JENNEY CREATIVE

### **Contract value**

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

Framework lot values may be shared with other lots

Above the relevant threshold

### **Award decision date**

10 October 2025

### **Date assessment summaries were sent to tenderers**

10 October 2025

### **Standstill period**

- End: 27 October 2025
- 8 working days

### **Earliest date the contract will be signed**

31 October 2025

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

- 1 November 2025 to 31 October 2029
- 4 years

### **Main procurement category**

Services

### **CPV classifications**

- 79822500 - Graphic design services

### **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan

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## **Information about tenders**

## **Lot 1. Video creation**

- 18 tenders received
  - 18 tenders assessed in the final stage:
    - 18 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 3 suppliers awarded contracts
  - 15 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 2. Still photography**

- 11 tenders received
  - 11 tenders assessed in the final stage:
    - 11 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 3 suppliers awarded contracts
  - 8 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 3. Social media assets**

- 17 tenders received
  - 17 tenders assessed in the final stage:
    - 17 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 3 suppliers awarded contracts
  - 14 suppliers unsuccessful (details included for contracts over £5 million)
-

## **Lot 4. PR and communications support**

- 5 tenders received
  - 5 tenders assessed in the final stage:
    - 4 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 3 suppliers awarded contracts
  - 2 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 5. Graphic design**

- 21 tenders received
  - 21 tenders assessed in the final stage:
    - 21 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 3 suppliers awarded contracts
  - 18 suppliers unsuccessful (details included for contracts over £5 million)
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## **Procedure**

### **Procedure type**

Open procedure

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## Suppliers

### **ATEBOL CYFYNGEDIG**

- Public Procurement Organisation Number: PRVQ-5739-ZYVM

Llandre, BOW STREET

Dyfed

SY24 5AQ

United Kingdom

Email: [dafydd@atebol.com](mailto:dafydd@atebol.com)

Region: UKL14 - South West Wales

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Taith Media Services Lot 5

### **AXION SOLUTIONS LTD**

- Public Procurement Organisation Number: PYHJ-4293-NMBL

63 Mill Lane

LONDON

NW6 1NB

United Kingdom

Email: [david.harding@axionsolutionsltd.com](mailto:david.harding@axionsolutionsltd.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. Taith Media Services Lot 4

## **Blue Stag**

- Public Procurement Organisation Number: PHCC-5161-LHJD

West Bute House, 33-35 Cardiff Bay

Cardiff Bay

CF10 5LH

United Kingdom

Email: [dan@bluestag.co.uk](mailto:dan@bluestag.co.uk)

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

Contract 1. Taith Media Services Lot 1

Contract 2. Taith Media Services Lot 2

Contract 3. Taith Media Services Lot 3

Contract 4. Taith Media Services Lot 4

Contract 5. Taith Media Services Lot 5

## **COOKED ILLUSTRATIONS LIMITED**

- Public Procurement Organisation Number: PYBH-4726-JPHD

86-88 Adam Street

Cardiff

CF24 2FN

United Kingdom

Email: [ian@cookedillustrations.com](mailto:ian@cookedillustrations.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

Contract 2. Taith Media Services Lot 2

## **JENNEY CREATIVE**

- Public Procurement Organisation Number: PVCV-2968-HVTM

Tyn Y Coed Cwmynysminton Road

ABERDARE

CF44 0UP

United Kingdom

Email: [hayley@jenneycreative.co.uk](mailto:hayley@jenneycreative.co.uk)

Region: UKL15 - Central Valleys

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 5. Taith Media Services Lot 5

## **MEDIAWORKS UK LIMITED**

- Public Procurement Organisation Number: PGMB-5426-PPJQ

2nd Floor Honeycomb

GATESHEAD

NE11 9SZ

United Kingdom

Email: [bidteam@mediaworks.co.uk](mailto:bidteam@mediaworks.co.uk)

Region: UKC22 - Tyneside

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 4. Taith Media Services Lot 4

## **ON SCREEN PRODUCTIONS LTD**

- Public Procurement Organisation Number: PQHR-4142-QNNJ

Office 30 Basepoint Business Centre Riverside Court

CHEPSTOW

NP16 5UH

United Kingdom

Email: [Lisa@helloosp.com](mailto:Lisa@helloosp.com)

Region: UKL21 - Monmouthshire and Newport

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 3. Taith Media Services Lot 3

### **The Banana Agency Ltd T/A JM Creative**

- Public Procurement Organisation Number: PLLM-6672-QMY

12 PLASTURTON GARDENS

CARDIFF

CF11 9HF

United Kingdom

Email: [tony@jmcreative.tv](mailto:tony@jmcreative.tv)

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

Contract 1. Taith Media Services Lot 1

## **THE ORCHARD MEDIA & EVENTS GROUP LIMITED**

- Public Procurement Organisation Number: PTTN-2794-JWGQ

Orchard, Trade Street

CARDIFF

CF10 5DT

United Kingdom

Email: [Tenders@thinkorchard.com](mailto:Tenders@thinkorchard.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

Contract 2. Taith Media Services Lot 2

Contract 3. Taith Media Services Lot 3

## **WHITE HART CARW GWYN LIMITED**

- Public Procurement Organisation Number: PNXL-4534-XRBY

Upper Glyn Farm

CHEPSTOW

NP16 6PN

United Kingdom

Email: [clare@whitehart.co.uk](mailto:clare@whitehart.co.uk)

Region: UKL21 - Monmouthshire and Newport

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Taith Media Services Lot 1

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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