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Tender

## Web Content Designer

Sport Wales

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

Notice identifier: 2025/S 000-069865

Procurement identifier (OCID): ocds-h6vhtk-05d76a

Published 30 October 2025, 4:29pm

## Scope

### Description

The Web Content Designer will work closely with the Digital Marketing Lead and Digital Programme Lead to: Create new content. Draft new, user-centred web content where user needs or gaps are identified. Ensure all content is actionable, purposeful and easy to understand. Rework existing content. Rewrite identified pages to make content actionable, accessible, and aligned with the needs of the user. Transform long or complex materials into clear, web-ready summaries with links to supporting information. Follow Sport Wales' style and Governance. Follow Sport Wales' content governance principles and brand guidelines. Write in plain English and Welsh, aiming for a reading age of 9-11. Use a consistent tone, structure, and design patterns across all content. Ensure Accessibility and Compliance. Apply best practice for headings, structuring, alt text, styles, and accessible formats. Comply with the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018. Demonstrate a strong understanding of WCAG 2.2 AA standards. Design for our audiences. Ensure every page is purposeful and serves one or more of our key audience groups. Base all design choices on evidence from our user research. Optimise for searchability and SEO. Create content with user search behaviour in mind. Ensure discoverability by using language that users are likely to search for. Deliver bilingually. Ensure Welsh Language content is treated no less favourably than English Language. Bilingual Welsh/English language web-ready content is mandatory, to be delivered either via the successful supplier directly or through sub-contracted arrangements.

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

- £20,000 excluding VAT
- £24,000 including VAT

Below the relevant threshold

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

- 12 January 2026 to 31 March 2027
- 1 year, 2 months, 20 days

### **Main procurement category**

Services

### **CPV classifications**

- 72000000 - IT services: consulting, software development, Internet and support
- 73300000 - Design and execution of research and development
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **Contract locations**

- UKL - Wales
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## **Participation**

### **Conditions of participation**

Bidders must score 3 or above in all Skills and Experience requirements to be considered eligible for the project to be applied at the discretion of Sport Wales.

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

21 November 2025, 12:00pm

### **Tender submission deadline**

28 November 2025, 11:59pm

### **Electronic auction will be used**

Yes

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

<https://www.sell2wales.gov.wales/>

**Tenders may be submitted electronically**

Yes

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**Award criteria**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Skills & Experience	Quality	80.00%
Commercial	Cost	20.00%

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**Procedure****Procedure type**

Below threshold - open competition

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**Documents****Associated tender documents**

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=350422](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=350422)

Tender Document - Welsh

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=350423](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=350423)

Tender Document - English

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## Contracting authority

### Sport Wales

- Charity Commission (England and Wales): 524477

Sport Wales National Centre

Cardiff

CF11 9SW

United Kingdom

Contact name: Matt Davies

Email: [matt.davies@sport.wales](mailto:matt.davies@sport.wales)

Website: <https://www.sport.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales