



# Invitation to Tender for the provision of a Copywriting Framework

Life Sciences Hub Wales Reference:	LSHW.002.2026
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**COMMERCIAL IN CONFIDENCE**

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## 1. Background

1.1 Established in 2014, Life Sciences Hub Wales Ltd is a private company limited by guarantee with Welsh Government being its sole member and controlled by an independent Board of Directors.

Our vision is for Wales to become a place of choice for health, care and wellbeing innovation. Our aim is to help the people of Wales benefit from improved healthcare and economic wellbeing. We do this by working with innovative partners to find solutions for the NHS, healthcare and social care providers.

1.2 Life Sciences Hub Wales's role is to:

- **Convene** industry, healthcare, social care, and academia to share ideas, raise awareness of needs, identify opportunities for codeveloping solutions and sharing knowledge, and to foster collaboration.
- **Integrate** the health and social care innovation ecosystem providing an infrastructure for better collaboration, meeting industry needs for interaction, supporting the system to become the country's most powerful driver of innovation for the benefit of the people and our economy.
- **Accelerate** adoption of transformative innovation identifying promising opportunities supporting system change and delivering a staged pipeline of innovation.
- **Advocate** for the health and wealth of Wales, showcasing excellence and opportunities for collaboration, making sure Wales has input into UK policies and attracts investment.

1.3 Further context regarding the Life Sciences Hub Wales vision is provided below:

*Our vision is to make Wales the place of choice for health, care and wellbeing innovation.*

### **Who we are**

*We're here to help propel inspiring life science innovations into frontline use in health and social care in Wales. We're connectors, facilitators and drivers. Our team works as a dynamic interface that supports industry, health and social care organisations and academic institutions who share our goal: using new ideas to manage, avert and prevent poor health.*

*Our open dialogue with frontline providers means we have deep understanding of the most critical challenges and priorities facing the sector. And our relationships with key academic institutions mean access to testing and research is made simpler. That means when innovators approach us, we can help shape their ideas to make them most relevant to an end user. And we'll take frontline needs and priorities to innovators for dedicated development, too.*

*We bring all of these groups to the table: to listen, share and explore. Put simply, we match health and social care needs with innovation to drive progress, together.*

*We're here to help make it happen.*

*Visit the Life Sciences Hub Wales website at: [lshubwales.com](http://lshubwales.com)*

1.4 Additional context is provided via the Life Sciences Hub Wales introductory explainer video: [We are Life Sciences Hub Wales - YouTube](#)



## 2. Overview of the Requirement

- 2.1 Life Sciences Hub Wales seeks to procure and implement a Framework Agreement for the provision of Copywriting services.
- 2.2. The intention is to procure a multi-supplier framework to provide ad-hoc copywriting support to the Life Sciences Hub Wales Marketing and Communications team, as and when may be required.
- 2.3 Life Sciences Hub Wales envisages ad-hoc support on a range of copywriting content. As an indication, the scope of the requirement is likely to include, but is not limited to, the following:
- Case studies.
  - Presentations.
  - Annual Report.
  - Newsletters.
  - Marketing collateral.

For the avoidance of doubt, note that the above is not considered an all-encompassing or exhaustive list of the Life Sciences Hub Wales copywriting requirement, and is provided as a high-level indication only at this stage.

- 2.4 The full Specification is provided below in [Part 13](#).
- 2.5 As an indication of the Life Sciences Hub Wales requirement, demonstrating the breadth and expected quality of content, examples of existing copywriting material is provided below:
- [QuicDNA Patient Story](#)
  - [Electronic Prescription Service written case study](#)
  - [Digital medication management written case study](#)
  - [Macmillan Cancer Support and Life Sciences Hub Wales partnership announcement](#)
  - [2024-2025 Annual Report](#)
  - [VR training for social care staff project page](#)
  - [Investment Summit Prospectus](#)
  - Patient stories: [Using the Pivotell device has made all the difference for Julie and her sisters](#) and [A pioneering lung procedure that saved Brain's life](#)
- 2.6 The intention is to award a position on the framework to up to three (3) suppliers.
- 2.7 Each instance of activity as required by Life Sciences Hub Wales will be called-off via the framework as a distinct package of work, in-line with the framework governance process as outlined below in Part [13.6](#).
- 2.8 The proposed Framework Agreement length is an initial 24-months, with the option to extend up to a further 24-months, in two separate 12-month instalments on each occasion, at the sole discretion of Life Sciences Hub Wales.



- 2.9 Life Sciences Hub Wales makes no commitment to the total value of the framework, nor to the value or volume of work to be let during the term of the agreement.
- 2.9.1 However, as an indication of the maximum annual value assigned to the framework, Life Sciences Hub Wales has set the maximum annual value at up to £9,000 (excluding VAT) per annum, for a total maximum value of up to £36,000 over the full duration of the framework.

### 3. Submission of Responses

- 3.1 The proposed procurement timetable is set out below. Note that the dates provided are indicative only and Life Sciences Hub Wales reserves the right to revise them at any time during the process without liability.

Activity	Date	Responsible
Invitation to Tender Published	3 <sup>rd</sup> June 2026	Life Sciences Hub Wales
Deadline for Submission of Clarification Questions	19 <sup>th</sup> June 2026	Supplier
Deadline for Submission of Responses	26 <sup>th</sup> June 2026	Supplier
Evaluation of all Responses	w/c 13 <sup>th</sup> July 2026	Life Sciences Hub Wales
Contract Award	31 <sup>st</sup> July 2026	Life Sciences Hub Wales
Contract Start	3 <sup>rd</sup> August 2026	Life Sciences Hub Wales and Supplier

- 3.2 Tender submissions are to be submitted in electronic format to the Postbox facility on [sell2wales.gov.uk](https://sell2wales.gov.uk) by **14:00** on **Friday 26<sup>th</sup> June 2026**. Responses received after the deadline may not be considered.

A [Suppliers' Postbox user guide](#) is available under the 'Help and Support' section of the Sell2Wales website.

- 3.3 Clarification questions (queries) in relation to the tender are to be submitted via the Sell2Wales Questions and Answers function. The deadline date for clarification questions in relation to the tender is 17:00 on Friday 19<sup>th</sup> June 2026.

- 3.3.1 Tenderer's that have recorded an interest in the opportunity may access the Questions and Answers, both to send clarification questions and to view answers to all clarification questions previously raised. Clarification questions received outside of Sell2Wales (e.g. via email) may not be responded to.

- 3.3.2 Use of the Questions and Answers function within Sell2Wales enables transparency of clarified information, ensuring that all participating tenderer's benefit from further context and clarifying information. Questions sent through the function will be anonymised, but all other tenderer's that have expressed an interest in the opportunity will be able to see the question text so ensure that any questions asked do not include commercial, sensitive or confidential information.

- 3.4 Should tenderers encounter any issues with Sell2Wales they are requested to contact Adam James-Price at [tenders@lshubwales.com](mailto:tenders@lshubwales.com). Please note however that tenderer's may be referred back to Sell2Wales with respect to any system-related issues.



- 3.5 Responses may be received in Welsh or English. Tenders submitted in Welsh will not be treated less favourably than those submitted in English. All subsequent correspondence/communication will be conducted in keeping with the language of the submitted tender.

## 4. Procedural and Response Requirements

- 4.1 This Invitation to Tender document, together with any and all other associated tender documents provided to tenderers in connection with this procurement contain procedural and response requirements that tenderers must follow. Failure to comply with or adhere to any procedural or response requirement may result in the exclusion of the tenderer from the procurement and the invalidation of their response, at Life Sciences Hub Wales's sole discretion.

## 5. Acceptance of Tenders

- 5.1 Except for manifest error, or as may otherwise be expressly agreed by both Life Sciences Hub Wales and the tenderer, the content of submitted tender responses with regards to this procurement will be deemed to be binding upon the tenderer and open for acceptance by Life Sciences Hub Wales.
- 5.2 Prior to submitting their response, tenderers are responsible for ensuring that its staff, and those of any sub-contractors, are fully aware of all the technical, commercial and legal requirements relating to this procurement.
- 5.3 Life Sciences Hub Wales does not commit itself to accept the lowest priced tender or any tender submission received in response to this procurement. No submission shall be deemed to have been accepted unless such acceptance has been notified to the tenderer in writing.
- 5.4 No part of the submitted tender response will be returned to the tenderer.

## 6. Modifying the Procurement

- 6.1 Neither this Invitation to Tender document, any corresponding tender notice nor any additional information given as part of this procurement shall be regarded as a commitment or representation on the part of Life Sciences Hub Wales (or any other person) to enter into a contractual arrangement.
- 6.2 Life Sciences Hub Wales reserves the right to terminate or otherwise cancel this procurement at any point during the process, and/or to otherwise not award any contract as a result of this procurement. With regards to lots, any decision by Life Sciences Hub Wales not to award a lot does not prevent Life Sciences Hub Wales from awarding the remaining lots.
- 6.3 With regards to terminating or otherwise cancelling the procurement and/or otherwise not awarding any contract as a result of this procurement; Life Sciences Hub Wales shall not be liable for any costs incurred by the tenderer resulting from this action.
- 6.4 Life Sciences Hub Wales reserves the right at any time to:
- Issue amendments, modifications or additional information to any documentation which forms part of this procurement, including the specification.



- Require a tenderer to clarify any part of their response and tender submission in writing and/or provide additional information. Failure by a tenderer to respond in-line with instructions may result in their tender submission being invalidated.
- Alter the procurement timetable for this procurement.
- Re-run any part of the procurement on the same or alternative basis.
- Otherwise amend the procurement as described herein.

6.5 The Specification ([Part 13](#)) sets out the Life Sciences Hub Wales requirements in full. It is possible that during the life of any implemented agreement that changes to the specification, service or other requirements will arise.

6.6 Changes to the Specification will be implemented by issuing written amendments to all those affected by the changes. Life Sciences Hub Wales holds the sole right to implement changes in this manner.

## 7. Expenses and Losses in Tender

7.1 Tenderers must bear all the costs associated with the preparation and submission of their tender response and any further costs incurred prior to award of the contract.

7.2 Life Sciences Hub Wales will not be responsible for expenses or losses that may be incurred by any tenderer in the preparation and submission of their tender response and otherwise in their participation within this procurement process, regardless of the conduct or outcome of the procurement.

## 8. Prices

8.1 The prices stated in the tender response will be deemed to be the full inclusive value for the provision of the requirement as described in the Specification (Part 13), including all costs and expenses, risks and obligations set forth in or to be implied from the Invitation to Tender.

8.2 All prices are to be stated in sterling exclusive of Value Added Tax (VAT).

## 9. Payment Terms

9.1 In adherence to the Procurement Act 2023 payment will be made within 30-days of receipt of valid invoice, with invoices to be issued in accordance with the payment scheduled agreed before or at contract award.

9.2 For an invoice to be considered valid and acceptable for payment it must be sent electronically (i.e. via email) and must include the following information as minimum:

- The name of the supplier's organisation.
- A description of the goods, services and/or works supplied to Life Sciences Hub Wales (as applicable).



- The sum requested.
- A unique invoice reference / number.

9.3 All invoices are to be submitted to [invoices@lshubwales.com](mailto:invoices@lshubwales.com).

9.4 Should an invoice be considered invalid and/or the sum payable is disputed the supplier shall be notified as soon as practicable and the 30-day payment term will be considered on-hold until all queries are resolved.

## 10. Confidentiality

10.1 The tenderer (whether their submission is accepted or not) and all other recipients of the Invitation to Tender document (whether they submit a tender response or not) shall treat the details of this document as private and confidential.

10.2 Any submission received in response to this Invitation to Tender shall be treated likewise by Life Sciences Hub Wales, except where requested in compliance with the Freedom of Information Act 2000.

## 11. Security

11.1 The successful suppliers must strictly adhere to the obligations of a "Data Processor" as specified in the Data Protection Act 2018 (DPA 2018) and retained EU GDPR 679/2016, Article 28.

11.2 In line with the Data Protection Act 2018, Chapter 2, the successful suppliers are responsible for ensuring that all personal data processed while delivering services, goods, or works under this agreement is handled in compliance with the standards set out in Chapter IV.

11.3 To ensure compliance, a Data Processing Agreement will be established between the successful suppliers and Life Sciences Hub Wales, ensuring full adherence to the requirements of Article 28 of the Data Protection Act 2018.

11.4 Life Sciences Hub Wales data must be protected by appropriate technical and organisational measures and controls. At the end of the framework all Life Sciences Hub Wales data must be returned or disposed of, with formal confirmation provided in writing.

11.5 The successful suppliers must inform Life Sciences Hub Wales immediately of any actual or suspected security breaches involving Life Sciences Hub Wales data, in accordance with the provisions of the Data Processing Agreement.

11.6 Any statement regarding the framework to be made by the successful suppliers must be agreed by Life Sciences Hub Wales prior to issue.

## 12. Welsh Language Requirements

- 12.1 The successful supplier will need to ensure that services provided through this contract, if awarded, are compliant with the Life Sciences Hub Wales Welsh Language policy requirements.
- 12.2 The requirements in relation to this contract are:
- Any and all specific Welsh language requirements will be confirmed by Life Sciences Hub Wales at each instance of call-off.
- 12.3 Further for details see: <https://lshubwales.com/governance/welsh-language> and <https://www.gov.wales/welsh-language>

## 13. Specification

### 13.1 Introduction

- 13.1.1 Refer to [Part 2 \(Overview\)](#) for an initial introduction to the Copywriting Framework requirement.
- 13.1.2 As outlined above, each instance of activity as required by Life Sciences Hub Wales will be called-off via the framework as a distinct package of work, in-line with the framework governance process as outlined below in Part [13.6](#).
- 13.1.3 The specification and allocated budget for each call-off work package to be let during the term of the framework will be varied and dependant on the priorities and ongoing activity of Life Sciences Hub Wales, and will be fully described and articulated in each instance. All details and relevant requirements will be fully described at each instance of call-off.
- 13.1.4 Common themes and requirements likely (but not definitely) to be consistent within the majority of call-offs might include, but will not be limited to, the following:
- Key messages are to be agreed for each call-off requirement, and these are to be emphasised through impactful writing that is suitable simplified to ensure accessibility to suit the intended audience(es).
  - Copywriting to be completed in adherence to Life Sciences Hub Wales brand guidelines and the Welsh Government writing style, i.e. formatting etc.
  - Writing to be engaging, clear and informative.
  - The role of Life Sciences Hub Wales must always be drawn out and emphasised, relevant to the copywriting requirement. It must always be clear to the reader what Life Sciences Hub Wales does (purpose, role and remit) and how it has added value.
  - Wherever possible and appropriate life sciences (as a sector / concept) is to be framed as relevant to everyday life, emphasising relevance, alignment and importance.



- 13.1.5 The requirement for Copywriting support will be led by the Life Sciences Hub Wales Marketing and Communications team, with the main Life Sciences Hub Wales stakeholders to include:
- Head of Marketing and Communications.
  - Marketing and Communications Manager (Content Lead).
- 13.1.6 Primarily the requirement for externally sourced copywriting via the Copywriting Framework will be driven by the need for additional resource, and as such the framework will most likely be accessed by Life Sciences Hub Wales during periods of reduced capacity or to meet the demands of an increased workload.
- 13.1.7 Therefore the principle desired outcome of the Copywriting Framework is the availability of suitably capable and experienced copywriters able to deliver output to the standard and timelines required by Life Sciences Hub Wales.

## 13.2 The Services

- 13.2.1 The specific copywriting requirements and allocated budget will be confirmed at each instance of call-off let during the term of the framework. As an indication the requirements are likely to include the following:
- Case study packages (i.e. case studies, stakeholder newsletter copy and social media content to support etc).
  - Website copy (i.e. news, blogs etc).
  - Presentations and newsletters.
  - Annual reports.
  - Marketing collateral (i.e. brochure copy, leaflets etc).
  - Speeches, media outreach and thought leadership.

For the avoidance of doubt, note that the list provided above is not considered all-encompassing nor exhaustive description of the Life Sciences Hub Wales requirement, and is provided as a high-level indication only at this stage.

- 13.2.2 Copywriting content is likely (but not definitely) to include all/some of the common themes / requirements outlined in section [13.1.4](#).
- 13.2.3 Regardless of the specific requirement in each instance, all copywriting must adhere to the **mandatory** specification criteria below:
- Writing that is framed to suit the particular audience in each instance (e.g. academia, Members of the Senedd, Welsh Government stakeholders, clinicians, the public etc).
  - Collating and translating disparate raw information into legible and impactful writing.
  - Copywriting developed in-line with the relevant principles of the [Welsh Government accessibility standards](#).



- 13.2.4 It would be desirable should the successful suppliers have Welsh language capability within the team in order to sense-check translated Welsh language copy to ensure consist messaging and tone (etc).
- 13.2.4.1 To confirm, Life Sciences Hub Wales will assume the responsibility of taking English language copy produced by the successful suppliers and sourcing Welsh language translation.
- 13.2.5 The actual extent and subject matter of copywriting requirements to be sourced via the framework will vary, and are subject to internal capacity and resource within the Life Sciences Hub Wales Marketing and Communications team.
- 13.2.6 All intellectual property rights related to copywriting completed on behalf of Life Sciences Hub Wales by the successful suppliers will be transferred to Life Sciences Hub Wales upon issue and receipt of completed content.
- 13.2.7 All copywriting submitted to Life Sciences Hub Wales for review must be quality checked in advance of submission.
- 13.2.8 Copywriting requirements may include interviews, to be confirmed in advance by Life Sciences Hub Wales at each instance of call-off.
- 13.2.8.1 Where interviews are required the process for arranging interviews and collecting consent will be agreed in advance of each individual call-off. In principle, Life Sciences Hub Wales typically arranges interviews and has a GDPR consent form for use.
- 13.2.9 As an indication of the Life Sciences Hub Wales standards and service level requirements, the estimated typical word count and associated turnaround time for copywriting is provided below:
- Newsletter copy and social media content (100-250 words): One working day
  - Presentations and newsletters (250-1,000 words): One working week
  - Blogs and news (600-1,000 words): One working week
  - Case studies (1000-1,500 words): Two working weeks
  - Marketing collateral (100-2,000 words): Two working weeks
  - Annual reports (3,000-5,000 words): Three working weeks
- 13.2.9.1 The successful suppliers must be aware and accepting of the turnaround times outlined above in 13.2.6. Unless otherwise agreed by Life Sciences Hub Wales not adhering the turnaround times will be considered non-conformance to the framework service levels.

## 13.3 Standards

- 13.3.1 All copywriting must be completed in adherence to the Life Sciences Hub Wales Tone of Voice and Brand Guidelines (where relevant). The Tone of Voice and Brand Guidelines have been issued in support of the Invitation to Tender for reference).
- 13.3.2 Copywriting developed in-line with the relevant principles of the [Welsh Government accessibility standards](#).

- 13.3.3 All copywriting submitted to Life Sciences Hub Wales for review must be quality checked in advance of submission.
- 13.3.4 As above, all intellectual property rights related to animation completed on behalf of Life Sciences Hub Wales by the successful suppliers will be transferred to Life Sciences Hub Wales upon issue and receipt of completed content.
- All intellectual property rights associated with any background materials used during the production of animation will remain with the relevant owning party
- 13.3.5 The successful suppliers are required to comply with all applicable legislation (including without limitation the Data Protection Act 2018, Welsh Language Act 1993 and Modern Slavery Act 2015) in their dealings with the Life Sciences Hub Wales.
- 13.3.6 During the term of the agreement the successful Suppliers must ensure that data is managed appropriately at all times, in-line with the Data Protection Act 2018 (Chapter 2) (UK GDPR).

## 13.4 Life Sciences Hub Wales Responsibilities

- 13.4.1 Life Sciences Hub Wales will confirm the specific roles and responsibilities at each instance of call-off.
- 13.4.2 In all cases (unless directly advised otherwise by Life Sciences Hub Wales) the successful suppliers will only need to provide content in English, as Life Sciences Hub Wales will seek Welsh language translation as required.

## 13.5 Record Keeping and Reporting

- 13.5.1 Life Sciences Hub Wales will confirm project specific record keeping and reporting requirements at each instance of call-off.
- 13.5.2 In all cases, live drafts must be available on a live document sharing platform (e.g. Google Workspace, OneDrive etc).

## 13.6 Governance

- 13.6.1 The intention is to award a position on the framework to up to three (3) suppliers.
- 13.6.2 The three highest scoring and compliant suppliers at tender, determined following the evaluation of all submissions, will be appointed as the framework suppliers.
- 13.6.2.1 Further details regarding the awarding of the Invitation to Tender and the appointment of the successful suppliers is provided below in Part [14.2](#).
- 13.6.3 During the term of the framework Life Sciences Hub Wales shall be entitled to call-off activity via the framework either by direct award or via a mini-competition process.
- 13.6.4 All framework call-off activity valued at or less than £5,000 (excluding VAT) will be subject to a direct award process, wherein Life Sciences Hub Wales shall, at its discretion, complete a call-off directly with a single framework supplier without initiating a mini-competition process.



- 13.6.4.1 The direct award decision will take into account a variety of factors, such as cost, performance, experience, expertise and capacity.
- 13.6.5 All framework call-off activity valued at more than £5,000 (excluding VAT) will be subject to mini-competition process, wherein the requirements will be issued to all framework suppliers for consideration.
- 13.6.5.1 Each mini-competition will include the instructions for the submission of responses, and will only be issued to the framework suppliers for consideration (i.e. suppliers not on the framework will not be able to respond).
- 13.6.6 Life Sciences Hub Wales will appoint a Contract Manager to act as the direct point of contact between itself and the successful suppliers.
- 13.6.7 The successful suppliers must also each appoint a dedicated Contract Manager to act as the direct point of contact between their organisation and Life Sciences Hub Wales.
- 13.6.8 Any and all service issues, risks and concerns (etc) are to be brought to the attention of the Contract Managers in the first instance.
- 13.6.9 Life Sciences Hub Wales has a Data Protection Officer (DPO) provision in place that will act as the point of contact for cyber, physical security and compliance measures as required.

## 13.7 Quality and Performance Management

- 13.7.1 Quality will be managed throughout the term of the framework. Specific quality requirements will be confirmed at each instance of call-off.
- 13.7.2 During the provision of each call-off instance an agreed schedule of review meetings will be held between Life Sciences Hub Wales and the appointed framework supplier, to monitor ongoing progress, performance and quality.
- 13.7.3 Likely quality requirements at each call-off, in the form of project SLAs, might include the number of edits, adherence to project timescales etc.
- 13.7.4 As a reminder, the Life Sciences Hub Wales service level requirements linked to estimated word counts is provided below:
- Newsletter copy and social media content (100-250 words): One working day
  - Presentations and newsletters (250-1,000 words): One working week
  - Blogs and news (600-1,000 words): One working week
  - Case studies (1000-1,500 words): Two working weeks
  - Marketing collateral (100-2,000 words): Two working weeks
  - Annual reports (3,000-5,000 words): Three working weeks
- 13.7.5 All copywriting submitted to Life Sciences Hub Wales for review must be quality checked in advance of submission.



## 13.8 Entry and Exit Planning

- 13.8.1 Each individual call-off requirement will be subject to an initial meeting between Life Sciences Hub Wales and the appointed supplier to discuss the specific requirement and expected deliverables in detail, including a discussion to ensure a mutual understanding of the right messages and tone.
- 13.8.2 At the end of the framework agreement the outgoing suppliers will be required to return all relevant documents and data which is no longer required for legal or regulatory purposes to Life Sciences Hub Wales, and to give assurance that all other documentation and data has been destroyed.

## 13.9 Contract Duration

- 13.9.1 If awarded, the Contract is expected to commence 3<sup>rd</sup> August 2026.
- 13.9.2 Except for early termination, the Contract will run for an initial period of 24-months and will end 31<sup>st</sup> July 2028.
- 13.9.3 At the sole discretion of Life Sciences Hub Wales the Contract may be extended by a further 24-months, in two separate 12-month instalments, giving a latest possible date of expiry of 31<sup>st</sup> July 2030.

## 14. Assessment Process

### 14.1 Overview of the Assessment Process

- 14.1.1 The Assessment Process is comprised of three parts as detailed below:
  - 1. Qualification Questionnaire.
  - 2. Quality Award Criteria.
  - 3. Commercial Award Criteria.
- 14.1.2 Tenderers are required to respond to each part in full in order for their submission to be deemed compliant and eligible for inclusion within the evaluation process.
- 14.1.3 Tenderers are required to use the response templates provided as part of the suite of Invitation to Tender documentation.

### Qualification Questionnaire

- 14.1.4 Refer to the template document entitled '*Copywriting Framework (LSHW.002.2026) – Qualification Questionnaire*'.

- 14.1.5 The Qualification Questionnaire includes a number of qualifying questions that tenderers must answer as instructed in order to self-certify that their organisation meets the Life Sciences Hub Wales mandatory requirements (by responding as instructed in each instance).
- 14.1.6 The Qualification Questionnaire includes Pass / Fail questions; unless otherwise clearly stated, wherever a question is stated as Pass / Fail a response of 'No' may be deemed as a failure to meet the Sport Wales minimum requirements and will invalidate the tenderers response. The response will be discounted and will not be evaluated further.
- 14.1.7 Submissions that meet all of the Qualification Questionnaire criteria will progress to the next stage of the evaluation process; the Quality and Commercial evaluation. The award criteria are detailed below.

## 14.2 Award Criteria

- 14.2.1 The agreement (if awarded) shall go to the three suppliers submitting the Most Advantageous Tender (MAT), in terms of value for money based on the award criteria specified below:

Ref	Question	Weighting	Page Limit
<b>Quality Criteria</b>			
Q1	<p><i>Consider the Life Sciences Hub Wales requirement as per Part 2 (Overview) and 13 (Specification).</i></p> <p><b>Provide three case studies that demonstrate your organisation's recent (last 3-years) experience of delivering effective copywriting services similar to those required by Life Sciences Hub Wales.</b></p> <p><i>Each case study may include a link to the copywriting example referred to.</i></p>	20%	3 Pages A4
Q2	<p><b>Describe in detail how your organisation's manages the successful delivery of copywriting for clients, including how timelines, communication and revisions are managed. Detail the process, procedures, systems and tools utilised throughout.</b></p> <p><i>For the avoidance of doubt, the response to Q2 will be evaluated in its entirety and will receive one single score in-line with the Life Sciences Hub Wales scoring methodology.</i></p>	15%	3 Pages A4
Q3	<p><b>Clearly describe how your organisation takes large amounts of raw information, such as data, research, background material etc, and condenses and translates it into clear, impactful and engaging copy.</b></p> <p><i>For the avoidance of doubt, the response to Q3 will be evaluated in its entirety and will receive one single score in-line with the Life Sciences Hub Wales scoring methodology.</i></p>	25%	3 Pages A4
Q4	<p><b>Detail how your organisation ensures the provision of accurate, error-free and consistent copywriting content. Describe the approach, processes, procedures, systems and tools utilised, including those aligned to the secure processing and storage of client data.</b></p> <p><i>For the avoidance of doubt, the response to Q4 will be evaluated in its entirety and will receive one single score in-line with the Life Sciences Hub Wales scoring methodology.</i></p>	10%	2 Pages A4
<b>Total Quality Score Available:</b>			<b>70%</b>



<b>Commercial Criteria</b>	
<p><b>Blended Day Rate</b> Provide your organisation's <b>Blended Day Rate</b> for the provision of copywriting (as per the Life Sciences Hub Wales <a href="#">Specification</a>). The Blended Hourly Rate will be used for the purpose of the Commercial evaluation.</p> <p>The Blended Date Rate is a singular day rate (x7.5 hours) that covers all activities and services related to the provision of copywriting, including, but not limited to, research, writing, editing, interviewing, project management (etc), and will be the basis for the pricing of all call-off activity via the framework.</p> <p>The Blended Hourly Rate will remain fixed for the first 24-months of the framework.</p>	30%
<b>Total Commercial Score Available:</b>	<b>30%</b>
<b>Total Tender Score Available:</b>	<b>100%</b>

14.2.2 The tender carries a maximum score of 100%.

### 14.2.3 **Guidance Notes**

The following guidance notes are provided as an indication of what the Life Sciences Hub Wales evaluation panel will be looking for and assessing within each question response.

Note that the guidance notes are not an all-encompassing nor exhaustive list of what is to be included within the response to each question, rather they are provided for consideration as an aid and as an indication for reference when formulating a response.

<b>Ref</b>	<b>Guidance</b>
<b>Q1</b>	<ul style="list-style-type: none"> <li>• A clear response demonstrating the tenderers relevant previous experience of providing copywriting aligned to the Life Sciences Hub Wales requirement (as per the specification).</li> <li>• Compelling demonstration of how the previous experience described aligns to the Life Sciences Hub Wales scope and context (as per the specification and wider Invitation to Tender document).</li> <li>• Details relaying the case study context, including the copywriting project's objectives and target audience.</li> <li>• A detailed description of how the copywriting project was completed effectively in-line with the client's requirements/specification.</li> <li>• Detail describing the effectiveness of the copywriting provided to client organisations, including positive outcomes / impacts.</li> <li>• A demonstration of how any lessons learnt via the previous arrangements might be leveraged and deployed for the benefit of Life Sciences Hub Wales.</li> <li>• The inclusion of credible examples to support, evidence and/or quantify statements made within the response.</li> </ul>
<b>Q2</b>	<ul style="list-style-type: none"> <li>• A clear description of your organisation's end-to-end copywriting process, from initial briefing through to final delivery.</li> <li>• Acknowledgement of the Life Sciences Hub Wales requirements as per the specification, and alignment to your organisation's process.</li> <li>• Reference to the tools, systems and processes (etc) utilised at each key stage of copywriting.</li> <li>• Details demonstrating how your organisation effectively ensures that production remains on schedule, and acknowledgement of the Life Sciences Hub Wales SLA.</li> <li>• A demonstration of your organisation's approach to feedback cycles and version control.</li> <li>• A description of your organisation's approach to risk and issue management, and how risks / issues are addressed and mitigated during production (in principle).</li> <li>• The inclusion of credible examples to support, evidence and/or quantify statements made within the response.</li> </ul>

<b>Q3</b>	<ul style="list-style-type: none"> <li>• A clear and compelling description of your organisation’s method for interpreting and prioritising information.</li> <li>• Demonstration of how your organisation develops an effective and legible narrative structure from varied and disparate source data.</li> <li>• A description of how your organisation ensures accuracy whilst keeping the content compelling.</li> <li>• Demonstration of how your organisation ensures that collated information is transformed into impactful and accessible copy, detailing how successful outcomes are defined and what good looks like.</li> <li>• Acknowledgement of the Life Sciences Hub Wales requirements as per the specification, and alignment to your organisation’s standard processes and procedures.</li> <li>• Reference to previous examples of delivery demonstrating experience of turning complex information into accessible stories.</li> <li>• The inclusion of credible examples to support, evidence and/or quantify statements made within the response.</li> </ul>
<b>Q4</b>	<ul style="list-style-type: none"> <li>• A description of the process taken by your organisation to ensure that quality is managed and maintained during all stages of copywriting.</li> <li>• Reference to the approach and procedures in place to support quality management.</li> <li>• A description of the tools and systems employed to support and underpin quality management.</li> <li>• Reference to recognised principles or standards (etc) used to inform quality management processes.</li> <li>• A demonstration of how client data is securely processed and stored in-line with GDPR principles.</li> <li>• The inclusion of credible examples to support, evidence and/or quantify statements made within the response.</li> </ul>

14.2.4 For the avoidance of doubt, the guidance notes are not to be considered sub-criteria, they are guidelines provided to support tenderers in the preparation of their submission. Each question will be evaluated in its entirety and will receive a single score in-line with the Life Sciences Hub Wales scoring methodology.

## Quality Assessment

14.2.5 The Quality assessment shall carry 70% of the available 100%. The Quality assessment will be undertaken following the scoring methodology provided in Annex 1.

14.2.6 For the Quality Assessment Tenderers are required to complete and return a Quality response template by responding to each of the Quality questions as per the guidance outlined within the template document and within the Invitation to Tender document. The Quality response template is provided as a supporting attachment entitled ‘*Copywriting Framework (LSHW.002.2026) – Quality Response Template*’.

14.2.7 Tenderers must achieve a minimum weighted Quality score of 40% (out of the available 60%) in order to be considered for a position on the framework. Tenderers that fail to achieve a minimum weighted Quality score of 40% will not be eligible for a position on the framework and will be considered unsuccessful.

14.2.7.1 Life Sciences Hub Wales seeks to award a position on the framework to up to three (3) suppliers. The three highest scoring, compliant suppliers (that have achieved a minimum weighted Quality score of 35%), determined following evaluation of all tender responses, will be appointed as the successful framework suppliers.

14.2.7.2 In the event that two or more tenderers that are competing for the third position on the framework achieve exactly the same Total Tender Score (i.e. are in joint consideration for appointment as



the third successful supplier) the tenderer with the highest weighted Quality score will take precedent and be considered successful.

## Commercial Assessment

14.2.8 The Commercial assessment shall carry the remaining 30% of the available 100%.

14.2.9 For the Commercial Assessment Tenderers are required to complete and return a Commercial response workbook by inserting the requested information as per the workbook guidance. The Commercial response workbook is provided as a supporting attachment entitled ‘*Copywriting Framework (LSHW.002.2026) – Commercial Response Workbook*’.

14.2.10 The Commercial assessment will be evaluated on a proportional vs best basis and will be evaluated using the following calculations:

Part	Evaluation Calculation	Weighting
Total Schedule of Rates	$(30\%) / (\text{Tenderers Total Schedule of Rates} / \text{Lowest Total Schedule of Rates})$	30%
<b>Total Available Commercial Score:</b>		<b>30%</b>

## Award

14.2.11 The total Quality score and total Commercial score will be combined to give a Total tender score. The highest scoring compliant tender shall be deemed the MAT.

## 14.3 Further Guidance

14.3.1 Tenderers must examine the Invitation to Tender document, as well as any supporting documentation, in full as these indicate what information must be provided in order for their response to be deemed complete and compliant. Incomplete or unqualified tenders may be rejected as non-compliant, at the sole discretion of Life Sciences Hub Wales.

14.3.2 These instructions are designed to ensure that all proposals are given equal and fair consideration. It is important therefore that tenderers provide all of information requested.

14.3.3 The tenderer shall ensure that each and every sub-contractor, consortium member and adviser abide by the terms of these instructions and conditions of tender.

14.3.4 It is the tenderer’s responsibility to ensure that all information required is supplied and is accurate and, should there be doubt as to the content of the Invitation to Tender and/or supporting documentation, to seek additional information as required via formal clarification questions.

14.3.5 Tenderers must ensure that they read all questions carefully and respond in accordance with the criteria below:

- Where supporting information is expressly requested (i.e. CVs, policies, process documents etc.) this can be provided as an appendix to your response. For the avoidance of doubt, this will be in addition to the maximum page limit outlined.



- Supporting information not expressly requested by Life Sciences Hub Wales (i.e. attachments and appendices) will not be considered nor evaluated as part of the submission.
- Unless expressly requested, tenderers must not include links or shortcuts to external resources (i.e. websites etc.). Where not expressly requested these links will not be opened and will not be considered nor evaluated as part of the submission.
- Tenderers must outline in their response any areas in which they do not fully meet the requirement.
- The name of the file(s) submitted must include your organisations name.
- No commercial information is to be provided within the Quality response.
- Tenderers must provide itemised pricing for all envisaged costs for the provision of proposed the services as per their response.

## 15. Non-Compliance

- 15.1 Tender submissions received will first be evaluated for completeness and adherence to the mandatory response requirements. Failure to comply with the response instructions or provide the information requested may invalidate the submission entirely, at Life Sciences Hub Wales's sole discretion.
- 15.2 In the event of non-compliance with the specification during the term of contract, if awarded, the following procedure will be followed:
- Notification of complaint and requirement to comply.
  - Notification of unacceptable practices and/or substantial noncompliance to the specification.
  - Recourse to the conditions of contract.

## 16. Financial Standing and Resources

- 16.1 Life Sciences Hub Wales wishes to ensure that tenderers have the necessary financial standing and resources to meet their obligations throughout the duration of the contract. This may include (where appropriate) considering the contractor's level of existing work commitments and the potential impact on resources that awarding a contract would have.
- 16.2 In deciding whether to submit a tender response, tenderers should also be aware and take into consideration the risks of becoming over-reliant on Life Sciences Hub Wales business, or indeed that of any customer. In doing so, tenderers should take into account earnings from any other work undertaken for Life Sciences Hub Wales as well as potential earnings from this contract.



## 17 Documents and Information to be Submitted

17.1 For ease of reference, for your tender response to be considered a compliant submission it must include the following:

- A completed Qualification Questionnaire (including signed Form of Tender) as outlined in Part [14.1.2](#).
- A response to the Award Criteria as outlined in Part [14.2.1](#), i.e. a response to each of the Quality questions via a completed Quality response template.
- A completed Commercial response workbook as outlined in Part [14.2.8](#).

## ANNEX 1: Evaluation Guidance and Scoring Methodology

The Contract Award Evaluation Criteria ([Part 14.2.1](#)) will be assessed against the Quality Evaluation Scoring Table A1.

### Table A1: Quality Evaluation Scoring Table

Capability	Evidence	Remark	Score
Tenderer is clearly able to meet the needs of the Life Sciences Hub Wales	<ul style="list-style-type: none"> <li>Evidence is consistent, comprehensive, compelling, directly relevant to the project in all respects and highly credible.</li> <li>A clear, concise and explicitly relevant response that fully demonstrates an excellent understanding of the subject matter and meets all Life Sciences Hub Wales expectations.</li> </ul>	Absolute Confidence	10
Tenderer is likely to be able to meet the needs of the Life Sciences Hub Wales.	<ul style="list-style-type: none"> <li>Evidence is sufficient (in qualitative terms), convincing, and credible.</li> <li>The Tenderer has presented a clear, precise demonstration of how they will meet the Life Sciences Hub Wales requirements as outlined in the Specification.</li> </ul>	Confidence	8
Small risk that the Tenderer will not be able to meet the needs of the Life Sciences Hub Wales.	<ul style="list-style-type: none"> <li>Evidence has minor gaps, or to a small extent is unconvincing, lacks credibility or irrelevant to the project.</li> <li>The Tenderer has provided adequate information that demonstrates how they will meet the Life Sciences Hub Wales requirements as outlined in the Specification.</li> </ul>	Minor Concerns	6
Moderate risk that the Tenderer will not be able to meet the needs of the Life Sciences Hub Wales	<ul style="list-style-type: none"> <li>Evidence has moderate gaps, is unconvincing.</li> <li>The Tenderer has provided limited information to demonstrate how they will meet the Life Sciences Hub Wales requirements as outlined in the Specification.</li> </ul>	Moderate Concerns	4



<p>Significant risk that the Tenderer will not be able to meet the needs of the Life Sciences Hub Wales.</p>	<ul style="list-style-type: none"><li>• Evidence has major gaps, is unconvincing in many respects, lacks credibility, or largely irrelevant to the project.</li><li>• The Tenderer has provided a response that does not illustrate an acceptable level of understanding of the subject matter and fails to meet most of the Life Sciences Hub Wales requirements as outlined in the Specification.</li></ul>	<p>Major Concerns</p>	<p>2</p>
<p>Tenderer will not be able to meet the needs of the Life Sciences Hub Wales.</p>	<ul style="list-style-type: none"><li>• No answer provided.</li><li>• No evidence or misleading evidence.</li><li>• The Tenderer has provided information that fails to demonstrate how they will meet the Life Sciences Hub Wales requirements as outlined in the Specification.</li></ul>	<p>Not acceptable</p>	<p>0</p>