



Invitation to Tender for the provision of Public Affairs Services

Life Sciences Hub Wales Reference:	LSHW.006.2026
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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.

- 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 expert **Public Affairs and Strategic Engagement** services from a suitably capable, experienced and well-positioned provider (the successful supplier).
 - 2.1.1 The successful supplier will support Life Sciences Hub Wales's mission to position health and life sciences innovation as a national priority in Wales particularly, but also further afield (wider-United Kingdom).
 - 2.1.2 Life Sciences Hub Wales plays a pivotal role in convening industry, academia, and public services to accelerate innovation in health and social care and through collaborative work aims to help the people of Wales benefit from improved healthcare and economic wellbeing.
 - 2.1.3 The recent Senedd elections provide a strategic opportunity to raise awareness of health innovation and life sciences, brief new Members of the Senedd and ensure continuity and cross-party support for health innovation and life sciences in Wales.
 - 2.1.4 Internationally there is recognition of the importance of embracing health innovation and of the role of life sciences as being fundamental to the long-term sustainability of the economy and to ensuring better health outcomes. It is incumbent on Life Sciences Hub Wales to ensure that briefings to the Senedd and UK Government are delivered as effectively as possible in order to raise awareness and position the importance of the life sciences sector and health innovation as a key societal and economic drivers.
- 2.2 Bearing the above (2.1.1 to 2.1.4) in mind, the Life Sciences Hub Wales requirement can be summarised as follows:

The provision of effective public affairs services to support strategic engagement with both Welsh Government and UK Government, enabling alignment with policy and the championing of life sciences to ensure Life Sciences Hub Wales is seen as an informed and trusted partner.
- 2.3 The full Specification is provided below in [Part 13](#).
- 2.4 The proposed contract is anticipated to commence in October 2026.
 - 2.4.1 The proposed length is an initial 12-months, with the option to extend by up to a further 12-months at the sole discretion of Life Sciences Hub Wales.
- 2.5 The annual contract value is estimated at up to a maximum of £30,000 (excluding VAT) per annum, giving a total maximum value of up to £60,000 over the potential full 24-month term.

3. Submission of Responses / Timetable

- 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	17 th August 2026	Life Sciences Hub Wales
Deadline for Submission of Clarification Questions	8 th September 2026	Supplier
Deadline for Submission of Responses	14 th September 2026	Supplier
Evaluation of all Responses	By 2 nd October 2026	Life Sciences Hub Wales
Contract Award	16 th October 2026	Life Sciences Hub Wales
Contract Start	19 th October 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 by **16:00** on **Monday 14th September 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 Tuesday 8th September 2026.

Tenderers 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.

Use of the Questions and Answers function within Sell2Wales enables transparency of clarified information, ensuring that all participating tenderers benefit from further context and clarifying information. Questions sent through the function will be anonymised, but all other tenderers 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 using Sell2Wales, such as when submitting their response or access Questions and Answers (etc), they may contact Adam James-Price at tenders@lshubwales.com.
- 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 their 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.
- 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 term 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 a valid invoice, with invoices to be issued in accordance with the payment schedule 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,
 - 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.



- 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 supplier 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 supplier is 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 Life Sciences Hub Wales data must be protected by appropriate technical and organisational measures and controls. At the end of the contract all Life Sciences Hub Wales data must be returned or disposed of, with formal confirmation provided in writing.
- 11.4 The successful supplier 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.
- 11.5 Any statement regarding the contract to be made by the successful supplier 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:
- The successful supplier must have suitably accurate and effective Welsh language provision available for both written and oral communication during the term of the agreement.
 - Any contact with the public not mentioned above must comply with the principle of treating the Welsh and English languages on a basis of equality.
- 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 requirement.

13.1.2 The key objectives of the required Public Affairs Services are:

- To build and maintain relationships across the Senedd and the Welsh Government. The successful supplier will be required to make necessary introductions.
- To educate and inform Government stakeholders regarding Life Sciences Hub Wales (its role, mission, impact and value-add).
- To raise awareness of Life Sciences Hub Wales within the Senedd and across the UK Government and Parliament.
- To gain Life Sciences Hub Wales access to, or otherwise support engagement with, relevant cross-party committees and groups.
- To support the development and delivery (with emphasis on both development and delivery) of key messaging aligned to LSHW's strategic goals, ensuring alignment to policy.
- To develop a database of stakeholders, resources (published opinion pieces, briefings and relevant information), committees and sub-groups, including membership (developed in conjunction with Life Sciences Hub Wales).
- Proactive monitoring of political developments during the term, providing immediate update to Life Sciences Hub Wales as well as weekly round-ups on Senedd and Welsh Government activity (relevant to the Life Sciences Hub Wales remit).
- Monitoring of wider UK political developments that might impact Wales and/or Welsh politics, providing ad-hoc updates as and when relevant.

13.1.3 The desired outcomes and key success factors to be used to measure and determine the effective and successful provision of the Public Affairs Service, are as follows;

- Introduction of Life Sciences Hub Wales to relevant Senedd members, leading to engagement and the delivery of briefings.
- Invitations to engage with relevant Senedd committees and otherwise engage with Senedd committees and sub-groups (including meetings with Chairs).
- A clear enhancement in understanding, awareness and appreciation of the life sciences sector, and the role that Life Sciences Hub Wales plays in improving health, wellbeing and economic outcomes in Wales.



- As a tangible deliverable and measurable outcome this can be quantified through increased reach, determined by an increase in reference to 'life sciences' or Health Innovation or 'Life Sciences Hub Wales' within the Siambr (chamber) or committee and sub-group minutes.

13.1.4 The key Life Sciences Hub Wales stakeholders aligned to the Public Affairs Services requirement are:

- Head of Marketing and Communications.
- Chief Executive Officer.
- Board Chair.
- Innovation Adoption Director
- Head of Governance, Risk & Compliance.

13.2 The Services

13.2.1 The successful supplier must provide the following key services to Life Sciences Hub Wales as an integral part of the required Public Affairs Service:

- Proactive and effective support in enhancing and delivering the Life Sciences Hub Wales political engagement plan. This is an ambitious plan given the recent Senedd expansion, and UK Government changes and the successful supplier shall provide expert advice, guidance and support to ensure its success.
- Providing strategic public affairs advice to Life Sciences Hub Wales, identifying emerging political opportunities and risks, challenging existing approaches where appropriate and making recommendations to maximise organisational influence and impact.
- Supporting the development, management, and strengthening of key relationships with Welsh Government Ministers and officials and with members of all relevant Senedd Committees and support staff.
- Supporting the development, management and strengthening of key relationships with UK Government Ministers and officials with an interest in health and care, economic development, and innovation.
- Supporting the preparation of key strategic engagement materials and collateral, including thought leadership articles, briefings and white papers (for example, materials that highlight evidence-based opportunities and challenges for the sectors that Life Sciences Hub Wales work with).
- Review and provision of strategic advice on briefing material, consultation responses, policy papers, speeches and other politically sensitive communications.
- Providing responsive strategic advice and practical support at key political milestones.



- Providing ad-hoc advisory support at key UK-wide political milestones of relevance, such as the NHS 10-year plan, Life Sciences Strategy (etc).

13.2.1.1 Derived from the list of key services above (13.2.1) the key initial deliverables are:

- Provision of political monitoring and intelligence reports. Proactive monitoring and updates are required, ensuring that Life Sciences Hub Wales are advised in a timely manner (i.e. proactively in advance where known, not reactively after the fact).
- Mapping Members of Senedd remit and areas of interest identifying relevance and cross-over with Life Sciences Hub Wales objectives.
- Agreeing an engagement plan, detailing who to meet with and when. Identifying key and relevant stakeholders aligned to the Life Sciences Hub Wales context and areas of interest, ensuring an emphasis on focus-first engagement.
- Arranging a meeting between Life Sciences Hub Wales and the Senedd Health and Care Committee to discuss matters of relevance.
- Arranging a meeting between Life Sciences Hub Wales and the Welsh Affairs committee of UK Government.
- Maintaining of a forward look of significant political milestones over a six-month period, identifying engagement opportunities and recommending appropriate activity.

13.2.2 The initial focus will be on engagement and strategic communication with Senedd members, supporting the delivery of the Life Sciences Hub Wales political engagement plan and educating and informing members regarding health innovation opportunities and the Life Sciences Hub Wales role and impact.

13.2.2.1 Tailored updates and briefings regarding Senedd activity relevant to the Life Sciences Hub Wales remit and interests (i.e. life sciences, health, social care, industry etc) are to be shared proactively with Life Sciences Hub Wales.

13.2.3 With regard to UK Government, a lighter-touch approach to monitoring is required with a narrower focus that is specific to Life Sciences Hub Wales.

13.2.3.1 This will include supporting Life Sciences Hub Wales' engagement with relevant UK Government Departments and Ministers and with the Welsh Affairs Committee.

13.2.4 Life Sciences Hub Wales wants to own relationships with relevant stakeholders going forward, ensuring that continued engagement can be maintained internally. As such, the successful supplier will be responsible for introductions but must ensure handover of all relationships and contacts.

13.2.5 Monitoring and the provision of timely intelligence is an integral part of the required Public Affairs Services requirement. The successful supplier must:

- As outlined above, provide proactive monitoring that ensures timely provision of updates (i.e. proactively in advance where known, not reactively after the fact).



- Provide updates regarding relevant statements given by Members of the Senedd.
- Collate and provide briefings regarding relevant Senedd opinion and research publications.
- Monitor relevant Senedd activity and provide briefings on answers given by ministers.

Notwithstanding immediate proactive updates, a weekly round-up of all monitoring activity, encompassing urgent updates previously delivered as well as less time-critical updates, is to be submitted weekly to Life Sciences Hub Wales.

- 13.2.6 The purpose of all tasks outlined is to achieve the requirements, ambitions and need (etc) detailed in Parts 2 and 13.2.
- 13.2.7 Hybrid service delivery is envisioned. Life Sciences Hub Wales and the successful supplier will agree dates in which services may be delivered at the Life Sciences Hub Wales office location in Cardiff (3 Assembly Square, CF10 4PL).
- 13.2.7.1 As a minimum, it is expected that a monthly review meeting will be held in-person at the Life Sciences Hub Wales office.

13.3 Standards

- 13.3.1 The Welsh language is an important consideration with regard to successful public affairs engagement and is therefore a mandatory requirement in this instance. The successful supplier must have suitably accurate and effective Welsh language provision available for both written and oral communication during the term of the agreement.
- 13.3.2 The successful supplier must demonstrate clear understanding of the Welsh political landscape and devolved health and social care policy.
- 13.3.3 It would be desirable (non-mandatory) should the successful supplier have experience, awareness and appreciation of the UK and Wales life sciences sectors.
- 13.3.4 The successful supplier is required to comply with all applicable legislation (including without limitation the Data Protection Act 2018 and Welsh Language Act 1993) in its dealings with Life Sciences Hub Wales.
- 13.3.5 During the term of the agreement the successful supplier must ensure that data is managed appropriately at all times, in-line with the Data Protection Act 2018 (Chapter 2) (UK GDPR).
- 13.3.6 To support adherence to UK GDPR the successful supplier will be required to maintain (for the duration of the contract) and provide to LSHW accurate records of third-party engagement as part of the public affairs service provision.
- 13.3.7 It would be advantageous for the successful supplier to hold suitable information and cyber security accreditation at the date of contract award, such as Cyber Essentials or ISO27001.



13.4 Life Sciences Hub Wales Responsibilities

- 13.4.1 Life Sciences Hub Wales will take responsibility for ensuring that the successful supplier is sufficiently briefed, made aware and otherwise upskilled regarding the life sciences sector, insofar as is necessary for the effective provision of the required service.
- 13.4.2 Life Sciences Hub Wales will manage all formal written engagement directly, ensuring that written communications adhere to its internal brand guidelines, tone of voice and Welsh language approach.

13.5 Record Keeping and Reporting

- 13.5.1 As outlined in Part 13.2.5, the successful supplier will be required to provide regular political monitoring and intelligence reports.
- 13.5.2 As well as immediate proactive updates the successful supplier shall provide a weekly round-up style report to Life Sciences Hub Wales.

13.6 Governance

- 13.6.1 Life Sciences Hub Wales will appoint a contract manager to act as the direct point of contact between the organisation and the successful supplier.
- 13.6.2 The successful supplier must also appoint a dedicated contract manager to act as the direct point of contact between their organisation and Life Sciences Hub Wales.
- 13.6.3 Any/all service issues, risks etc are to be brought to the attention of the contract manager(s) in the first instance.
- 13.6.4 The Life Sciences Hub Wales Procurement Manager will act as an initial point of escalation for both parties.
- 13.6.5 Life Sciences Hub Wales has a Data Protection Officer (DPO) provision in place that will act as the point of contact for data compliance matters as required.

13.7 Quality and Performance Management

- 13.7.1 Ongoing quality and performance will be assessed against the Life Sciences Hub Wales anticipated outcomes and goals for the Public Affairs Services requirement.
- 13.7.2 The supplier shall provide weekly monitoring updates / reporting to Life Sciences Hub Wales, to be maintained as a clear service level requirement.

13.8 Entry and Exit Planning

- 13.8.1 An initial meeting will be held between Life Sciences Hub Wales and the successful supplier in order to discuss the requirement at greater length and to agree and implement a project timeline that adheres to key political milestones.
- 13.8.2 At contract exit the outgoing supplier will be required to return or delete any Life Sciences Hub Wales data held, providing explicit confirmation of said return and deletion activity to Life Sciences Hub Wales.

13.9 Contract Duration

- 13.9.1 If awarded, the Contract is expected to commence October 2026.
- 13.9.2 Except for early termination, the Contract will run for an initial period of 12-months and will end 30th September 2027.
- 13.9.3 At the sole discretion of Life Sciences Hub Wales the Contract may be extended by a further 12-months, giving a latest possible date of expiry of 30th September 2028.

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 titled *"Public Affairs Services (LSHW.006.2026) – 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 Life Sciences Hub Wales minimum requirements and will invalidate the tenderer's 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 supplier submitting the Most Advantageous Tender (MAT), in terms of value for money based on the award criteria specified below:

Ref	Question	Weighting	Page Limit
Quality Criteria			
Q1	<i>Consider the LSHW requirement as per Parts 2 (Overview) and 13 (Specification).</i> Demonstrate how your organisation will leverage its relevant and transferable experience of providing effective public affairs services for the benefit of the Life Sciences Hub Wales requirement.	25%	Up to 3 Pages A4
Q2	Detail your organisation's experience of providing services aligned to life sciences public affairs and profile raising, demonstrating awareness and knowledge of life sciences through previous engagement with relevant industry and sector partners. <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 LSHW scoring methodology.</i>	15%	Up to 2 Pages A4
Q3	<i>Consider the LSHW requirement as per Parts 2 (Overview) and 13 (Specification).</i> Provide a detailed proposal for the provision of an effective Public Affairs Service to Life Sciences Hub Wales, addressing the scope of the requirement. Detail the proposed ways of working to ensure successful outcomes are achieved across the breadth of the specification. <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 LSHW scoring methodology.</i>	30%	Up to 4 Pages A4
Total Quality Score Available:			70%
Commercial Criteria			
Total Cost of Service Provision Consider the Life Sciences Hub Wales requirement and provide a Total Cost of Service aligned to your organisation's proposal (as per Q3). Provide a suitable breakdown of all costed activity presented as a monthly charge for the provision of all services. Include the annual total, which will be used for the purpose of the Commercial evaluation. All costs will be fixed for a 24-month period.			30%
Total Commercial Score Available:			30%
Total Tender Score Available:			100%

- 14.2.2 The tender carries a maximum score of 100%.

Quality Assessment

- 14.2.3 The Quality assessment shall carry 70% of the available 100%. The Quality assessment will be undertaken following the scoring methodology provided in Annex 1.
- 14.2.4 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.
- 14.2.4.1 The Quality response template is provided as a supporting attachment titled *“Public Affairs Services (LSHW.006.2026) – Quality Response Template”*.
- 14.2.5 Tenderers must achieve a minimum weighted Quality score of 35% (out of the available 70%) in order to be considered eligible for award. Tenderers that fail to achieve a minimum weighted Quality score of 35% will not be eligible for award and will be considered unsuccessful.

Commercial Assessment

- 14.2.6 The Commercial assessment shall carry the remaining 30% of the available 100%.
- 14.2.7 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.
- 14.2.7.1 The Commercial response workbook is provided as a supporting attachment titled *“Public Affairs Services (LSHW.006.2026) – Commercial Response Workbook”*.
- 14.2.8 The Commercial assessment will be evaluated on a proportional vs best basis and will be evaluated using the following calculations:

Commercial Criteria	Evaluation Calculation	Weighting
Total Cost of Service Provision	$(30\%) / (\text{Tenderer's Total Cost} / \text{Lowest Total Cost})$	30%
Total Available Commercial Score:		30%

Award

- 14.2.9 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 submissions are given equal and fair consideration. It is important therefore that tenderers provide all of the 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 organisation's 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 the proposed 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. Abnormally Low Tenders



- 16.1 Life Sciences Hub Wales may, at its own discretion and where it considers it appropriate, investigate any tender submission which appears to be abnormally low for the full and effective performance of the contract.
- 16.2 Where Life Sciences Hub Wales considers that a tender submission may be abnormally low it may seek clarification information from the tenderer concerning their Commercial response and their ability to deliver the required services under the contract in accordance with all of the requirements set out in the Invitation to Tender.
- 16.3 Life Sciences Hub Wales will consider the information and evidence provided by the tenderer objectively and proportionately.
- 16.4 Should Life Sciences Hub Wales propose to disregard any tender on the basis of what it considers to be an abnormally low Commercial response the tenderer will first be notified and given reasonable opportunity to demonstrate their ability to perform the contract for the price tendered.
 - 16.4.1 Life Sciences Hub Wales will consider the tenderer's response before determining whether the tender may be disregarded as an abnormally low tender.
 - 16.4.2 Any such request to demonstrate ability to perform the contract at the price tendered will not constitute an opportunity for the tenderer to amend or materially improve their tender submission. The information requested will be limited to details and explanation relevant to determining whether the tenderer can satisfactorily perform the full scope of services at the price tendered.
- 16.5 Following consideration of the tenderer's response and any supporting evidence, Life Sciences Hub Wales may disregard the tender where it remains satisfied that the tender is abnormally low such that the contract cannot be performed for the tendered price.
- 16.6 The fact that a submission is lower in price than other tenders, or lower than Life Sciences Hub Wales's estimate, will not of itself mean that the tender is considered abnormally low or rejected.
- 16.7 Life Sciences Hub Wales will not determine that a tender is abnormally low solely through use of any predetermined percentages, mathematical formulae or comparison. Indicators or analysis used to identify a potentially abnormally low tender will be applied consistently and proportionally, having due regard to the circumstances of the procurement.

17. Financial Standing and Resources

- 17.1 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.
- 17.2 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.

18. Documents and Information to be Submitted



- 18.1 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 [14.1.4](#).
 - 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 [14.2.6](#).

ANNEX 1: Evaluation Guidance and Scoring Methodology

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

Table A1: Quality Evaluation Scoring Table

Capability	Evidence	Remark	Score
Tenderer is clearly able to meet the needs of the Life Sciences Hub Wales	- Evidence is consistent, comprehensive, compelling, directly relevant to the project in all respects and highly credible. - 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.	Absolute Confidence	10
Tenderer is likely to be able to meet the needs of the Life Sciences Hub Wales.	- Evidence is sufficient (in qualitative terms), convincing, and credible. - The tenderer has presented a clear, precise demonstration of how they will meet the Life Sciences Hub Wales requirements as outlined in the specification.	Confidence	8
Small risk that the tenderer will not be able to meet the needs of the Life Sciences Hub Wales.	- Evidence has minor gaps, or to a small extent is unconvincing, lacks credibility or irrelevant to the project. - The tenderer has provided adequate information that demonstrates how they will meet the Life Sciences Hub Wales requirements as outlined in the Specification.	Minor Concerns	6
Moderate risk that the tenderer will not be able to meet the needs of the Life Sciences Hub Wales	- Evidence has moderate gaps, is unconvincing. - The tenderer has provided limited information to demonstrate how they will meet the Life Sciences Hub Wales requirements as outlined in the specification.	Moderate Concerns	4

Significant risk that the tenderer will not be able to meet the needs of the Life Sciences Hub Wales.	• Evidence has major gaps, is unconvincing in many respects, lacks credibility, or largely irrelevant to the project. • 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.	Major Concerns	2
Tenderer will not be able to meet the needs of the Life Sciences Hub Wales.	• No answer provided. • No evidence or misleading evidence. • The tenderer has provided information that fails to demonstrate how they will meet the Life Sciences Hub Wales requirements as outlined in the specification.	Not acceptable	0