



Invitation to Tender

for a

Creative and Content Framework

Life Sciences Hub Wales Reference:	LSHW.005.2026
Procurement Contact:	Adam James-Price adam.james-price@lshubwales.com

COMMERCIAL IN CONFIDENCE

Life Sciences Hub Wales Ltd
3 Assembly Square
Cardiff Bay
CF10 4PL



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 to procure and implement a Framework Agreement for the provision of **Creative and Content Services**.
- 2.2 In this context, **Creative and Content Services** are defined as the strategic development, creation, and delivery of high-quality, audience-focused content and creative outputs across multiple channels, formats, and platforms.
- 2.2.1 As a high-level indication and for further context, the scope of the Life Sciences Hub Wales Creative and Content Services requirement can be summarised through the following deliverable headlines:
- **Creation of promotional materials across digital and print formats.** For example posters, pamphlets, flyers, brochures, leaflets (etc), both digitally and in print.
 - **Design of campaign assets and supporting materials.**
 - **Design of corporate publications and documents.** For example the design (look and feel, not written content) of annual reports, whitepapers, strategic documents (etc).
 - **Development of accessible, user-focused publications,** including digital publications that maximise usability, interactivity of content and multimedia formats.
 - **Development of multimedia content and digital assets.** For example animations, gifs, infographics, motion graphics, digital adverts (MPUs, banners etc), photography (etc).
 - **Production of branded assets.** For example, signage, exhibition materials, merchandise, banners, exhibition stands (etc).
 - **Development of creative content for events.** For example, promotional materials, delegate packs, presentation assets (etc).

For the avoidance of doubt, note that the above is not considered an all-encompassing or exhaustive list of the Life Sciences Hub Wales requirement, but is provided as a high-level indication only at this stage in order to contextualise the envisaged deliverables.

- 2.2.2 The services provided via the Creative and Content Services framework will support Life Sciences Hub Wales's communications, engagement, marketing and brand objectives.

Over and above the bulleted list of likely deliverables grouped by theme/type above in [2.2.1](#) there is also an overarching strategic wrap-around requirement consistent throughout all framework activity to ensure alignment, consistency and connectivity to wider **brand development, content planning** and **campaign delivery**.

- 2.2.3 As referenced in [2.2](#), Life Sciences Hub Wales requires the **strategic development** of creative content. Emphasis is placed on **strategic**; all creative content to be sourced via the framework is to be conceptualised and designed with intention, so that all assets align to, and where appropriate seek to improve or add value to, overarching brand identity, communication plans and campaign effectiveness.
- 2.2.4 As such, Life Sciences Hub Wales seeks to appoint suppliers to the Creative and Content Services that have the experience, expertise and vision to design promotional materials,



corporate publications, event collateral and multimedia assets with clear conceptual and strategic-alignment, as opposed to standalone designs with no consideration for wider context.

- 2.3 The full specification is provided below in [Part 13](#), which further contextualises and defines the Life Sciences Hub Wales requirements and service expectations via the framework.
- 2.4 As a further indication of the Life Sciences Hub Wales requirement, demonstrating the breadth and expected quality of content, examples of existing design material are provided below:
- [Life Sciences Hub Wales introductory brochure](#) (bilingual digital brochure).
 - [Life Sciences Hub Wales introductory slide deck](#) (English).
 - [Exposition stand design](#) (NHS Confed Expo 2026).
- 2.5 Life Sciences Hub Wales envisages the ad-hoc provision of a range of design material, content and collateral (as outlined above in [2.2.1](#)). The nature of the projects and tasks required during the period of the agreement will be varied and dependent on priorities identified by Life Sciences Hub Wales.
- 2.6 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](#).
- 2.7 The intention is to award a position on the framework to up to two (2) suppliers.
- 2.7.1 Life Sciences Hub Wales recognises that the breadth of the requirement may be best met through collaborative delivery, and therefore welcomes bids from consortia.
- 2.7.2 Consortium arrangements should bring together complementary expertise to provide a comprehensive creative and content service. A lead organisation must be identified, who shall prepare a response on behalf of the consortium.
- 2.8 The proposed Framework Agreement length is an initial 12-months, with the option to extend up to a further 24-months, in separate 12-month instalments, 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 £25,000 (excluding VAT) per annum, for a total maximum value of up to £75,000 over the full duration of the framework.

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	4 th September 2026	Life Sciences Hub Wales
Deadline for Submission of Clarification Questions	23 rd September 2026	Supplier
Deadline for Submission of Responses	28 th September 2026	Supplier
Evaluation of all Responses	October 2026	Life Sciences Hub Wales
Contract Award	By 30 th October 2026	Life Sciences Hub Wales
Contract Start	1 st November 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 **14:00** on **Monday 28th 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 Wednesday 23rd September 2026.

Life Sciences Hub Wales will endeavour to respond to all clarification questions by 17:00 on Friday 25th September 2026.

- 3.3.1 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.
- 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 clarification. 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 using the Sell2Wales Postbox facility or Question and Answers function, they should contact Adam James-Price at tenders@lshubwales.com instead.
- 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.
- 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 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 To ensure compliance, a Data Processing Agreement may be established between the successful supplier 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 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.
- 11.6 Any statement regarding the framework, including call-off activity, to be made by any of the successful suppliers must first be agreed by Life Sciences Hub Wales prior to issue.

12. Welsh Language Requirements

- 12.1 The successful suppliers 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:
- All design output / deliverables must be produced bilingually (in both Welsh and English).
Life Sciences Hub Wales will assume the responsibility for translating English language deliverables into Welsh.
 - Any other 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 requirement.

In particular, keep in mind the indicative scope of deliverables outlined in [2.2.1](#) and the context regarding strategic conceptualisation, alignment and coherency detailed in [2.2.2](#) to 2.2.4.

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 design call-offs might include, but will not be limited to, the following:

- Continued development and application of Life Sciences Hub Wales's brand identity and visual language.
- Collaborative concept development and ideation that builds on the specification/brief for each call-off.
- Creative direction and idea development, adding value to Life Sciences Hub Wales call-off specifications/briefs.
- An ingrained appreciation and application of innovative approaches; exploring and applying new and emerging content formats (e.g. interactive content, immersive experiences, data visualisation etc).
- Continuous improvement and refinement based on emerging industry best practice and analytics / insight.
- Production to be completed in adherence to the Life Sciences Hub Wales brand guidelines.
- Welsh language design output / deliverables to be produced as well as English language content wherever possible, to be confirmed in advance in each instance (with Life Sciences Hub Wales to provide translated Welsh language copy for use where required).
- All design must be developed in-line with the relevant principles of the [Welsh Government accessibility standards](#).
- All content submitted to Life Sciences Hub Wales for review (in both English and Welsh) must be quality checked in advance of submission. Life Sciences Hub Wales expect high quality output of all Welsh language content that is produced to the same standard as English language content.



13.1.5 The requirement for Design Services will be led by the Life Sciences Hub Wales Communications and Marketing team, main stakeholders to include:

- Head of Marketing and Communications.
- Digital Media Manager.
- Marketing & Communications Manager.

13.2 The Services

13.2.1 As above, the specific call-off requirements and allocated budget will be confirmed for each individual work package to be let during the term of the framework.

13.2.2 As a reminder, Life Sciences Hub Wales defines Creative and Content Services in this context as the strategic development, creation, and delivery of high-quality, audience-focused content and creative outputs across multiple channels, formats, and platforms to support organisational communications, engagement, marketing, and brand objectives.

13.2.3 The Creative and Content Services framework is focused on the provision of creative, content and design delivery services. The successful suppliers will act as the strategic creative partners to Life Sciences hub Wales, working collaboratively with the Marketing and Communications team to translate organisational priorities into compelling creative campaigns, content and visual communications that engage audiences, strengthen the organisations' reputation and promote health innovation in Wales.

13.2.3.1 The successful suppliers will work collaboratively with the Life Sciences Hub Wales Marketing and Communications team to develop a strong understanding of organisational priorities, audiences, and strategic objectives to ensure cohesive and consistent messaging and brand development that emphasises [13.2.3](#).

13.2.3.2 The successful suppliers will be expected to contribute ideas, constructive challenge and additional value-add throughout the creative development process rather than solely responding to design requests.

13.2.4 Life Sciences Hub Wales recognises that effective marketing and communications requires an integrated approach across strategy, creative, content, channels, and evaluation. Whilst the framework focuses on Creative and Content Services, the successful suppliers must demonstrate an understanding of the wider marketing ecosystem, including digital delivery, campaign performance, and measurement. Outputs should be designed for use across paid, owned, and earned channels and informed by insight, data, and continuous optimisation.

- 13.2.5 To expand upon the strategic context provided in [2.2.2](#) additional context regarding the overarching principles, vision and intent central to the provision of the required creative content output is shared below:

Content Planning and Development

- Support the development and application of content approaches , aligned to defined campaigns, programmes and organisational priorities (to be defined by Life Sciences Hub Wales).
- Development of messaging and content aligned to identified audiences and objectives (audience and objectives to be defined by Life Sciences Hub Wales, with value-add input from the successful suppliers where relevant).

Design and Visual Communications

The successful suppliers will be expected to develop high-quality, accessible and engaging visual communications that strengthen the Life Sciences Hub Wales brand and support organisational communications objectives. This is expected to include, but is not limited to:

- Creation of promotional materials across digital and print formats, including brochures, flyers, posters, leaflets, reports and presentation materials.
- Design of corporate publications, including annual reports, white papers, strategic documents, consultation documents and other organisational collateral.
- Development of accessible, user-focused publications, including interactive digital publications and multimedia content designed to maximise usability and engagement.
- Production of branded assets, including signage, exhibition materials, event collateral, display graphics, merchandise and other branded resources.
- Application of strong visual storytelling principles to ensure communications are engaging, consistent and aligned with the Life Sciences Hub Wales brand identity.

Digital Content and User Experience

- Development of engaging digital content for websites, social media, email marketing and other digital channels.
- Application of user-centred design principles to maximise accessibility, usability and audience engagement.
- Creation of responsive digital assets suitable for use across multiple platforms and devices.
- Development of interactive and multimedia content where appropriate.
- Design in accordance with recognised accessibility standards and best practice, including [Welsh Government accessibility standards](#) and requirements.
- Consideration of audience insight, digital performance and continuous improvement when developing digital creative assets.



Creative and Brand Development

- Ongoing development and application of brand identity and visual language through design, protecting brand consistency
- Collaborative ad creative concept development for all deliverables.
- Creative direction and idea generation for integrated communications activity, ensuring that no design call-off is approached as a discreet stand-alone project (unless advised otherwise by Life Sciences Hub Wales).

Campaign Development

- Where relevant, supporting the end-to-end conceptualisation and strategy planning of integrated campaigns across paid, owned, and earned channels (Life Sciences Hub Wales to own and deliver the campaign strategy).
- Consideration and application, where relevant, of insight, testing, and optimisation to support behaviour change and engagement through design and campaigns (again, Life Sciences Hub Wales to own and deliver the campaign strategy).

Innovation and Continuous Improvement

- Exploration and application of emerging content formats and technologies (e.g. interactive, immersive, data visualisation),
- Continuous improvement informed by analytics, insight, and industry best practice.

Performance Insights

- From the start, built-in measurements, metrics and evaluation criteria agreed through collaborative ideation to enable Life Sciences Hub Wales to determine content and campaign effectiveness.
- Use of data and insight to inform optimisation and future activity, agreeing how metrics are implemented and reported on by Life Sciences Hub Wales once live.

- 13.2.6 As well as the principles, vision and intent outlined above the creative content design requirements are likely (but not definitely) to include all/some of the common themes / requirements outlined in [13.1.4](#).
- 13.2.7 The successful suppliers must demonstrate flexibility, responsiveness and innovation throughout the life of the agreement, proactively identifying opportunities to enhance communications activity and continuously improving the quality and effectiveness of creative outputs.
- 13.2.8 The intention is for the successful suppliers to work closely with Life Sciences Hub Wales Communications and Marketing team to develop a fully detailed, contextualised and appreciative understanding of Life Sciences Hub Wales' design requirement and vision.
- 13.2.8.1 The successful suppliers will demonstrate flexibility, innovation and the ability to work collaboratively with Life Sciences Hub Wales and its stakeholders to deliver high-quality, timely and impactful creative content.



- 13.2.8.2 Creative outputs must support Life Sciences Hub Wales in articulating its role within the health innovation ecosystem, showcasing the impact of innovation, strengthening the profile of the life sciences sector in Wales, and inspiring engagement.
- 13.2.9 The successful suppliers are expected to provide, or be comprised of, a team with a variety of skills to ensure the effective delivery of the required design content and projects (either in-house or via trusted and capable third-party sub-contractors).
- 13.2.10 Welsh language design output and deliverables are to be produced as well as English language content wherever possible (fully bilingual requirement).
 - 13.2.10.1 Welsh language content must be given the same care and consideration as English language content.
 - 13.2.10.2 As outlined above, Life Sciences Hub Wales will assume responsibility for sourcing Welsh translation of design output via its trusted third-party translators; the successful supplier will be responsible for ensuring that the translated Welsh language design remains consistent with the English language copy, and is incorporated accurately and consistently within the final design.
- 13.2.11 All design content submitted to Life Sciences Hub Wales for review must be quality checked in advance of submission.
 - 13.2.11.1 The successful suppliers must ensure the provision of accurate and quality content, both in English and Welsh, and must not rely on Life Sciences Hub Wales to review and correct Welsh language provision.
- 13.2.12 As standard, all design activity must include a minimum of two rounds of editing.
- 13.2.13 All intellectual property rights related to design work 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.
 - 13.2.13.1 All intellectual property rights associated with any background materials used during the production of design collateral will remain with the relevant owning party

13.3 Standards

- 13.3.1 All design material and collateral 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 Design must be developed in-line with the relevant principles of the [Welsh Government accessibility standards](#).
- 13.3.3 All design deliverables 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 design work 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.

- 13.3.4.1 All intellectual property rights associated with any background materials used during the production of design collateral 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.
 - 13.4.1.1 In principle, the Life Sciences Hub Wales responsibilities in each instance will be outlined alongside the requirement in a detailed brief.
- 13.4.2 In all cases (unless directly advised otherwise by Life Sciences Hub Wales) the successful suppliers will only need to provide design 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 As noted above, as a minimum all design must be developed in-line with the relevant principles of the [Welsh Government accessibility standards](#). This requirement will be consistent throughout all call-off activity.
- 13.5.3 During the provision of the service, the successful Suppliers must ensure that data is managed appropriately in-line with Data Protection Act 2018 (Chapter 2) (UK GDPR).

13.6 Governance

- 13.6.1 The intention is to award a position on the framework to up to two (2) suppliers.
- 13.6.2 The two 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 £10,000 (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 £10,000 (excluding VAT) will be subject to a mini-competition process, whereby 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 to 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 successful supplier to monitor ongoing progress, performance and quality.
- 13.7.3 Service level requirement will be agreed and implemented for use for each call-off project. Likely service levels may include:
- Turnaround time and adherence to project milestones.
 - Agreed number of inclusive edits.
 - Accuracy and quality of output.

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 framework is expected to commence 1st November 2026.
- 13.9.2 Except for early termination, the framework will run for an initial period of 12-months and will end 31st October 2027.
- 13.9.3 At the sole discretion of Life Sciences Hub Wales the framework may be extended by a further 24-months, in separate 12-month instalments, giving a latest possible date of expiry of 31st October 2029.

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 “*Creative and Content Framework (LSHW.005.2026) – 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 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 two 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
Quality Criteria			
Q1	Consider the Life Sciences Hub Wales requirement as per Part 2 (Overview) and 13 (Specification). Provide two detailed case studies that demonstrate your organisation's recent (last 3-years) experience of delivering a range and breadth of effective content and creative design services that aligned to wider brand and strategic considerations. <i>Each case study may include a link to the example referred to.</i>	20%	Up to 4 Pages A4
Q2	Consider the Life Sciences Hub Wales requirement as per Part 2 (Overview) and 13 (Specification). Detail your organisation's understanding of Life Sciences Hub Wales and demonstrate how your organisation proposes to work with Life Sciences Hub Wales to support the delivery of strategic objectives and cohesive brand identity through engaging design and content creation.	25%	Up to 3 Pages A4
Q3	Consider the Life Sciences Hub Wales requirement as per Part 2 (Overview) and 13 (Specification). Detail your organisation's approach to account management and outline the proposed team structure for the provision of the Life Sciences Hub Wales requirement. Demonstrate the availability of skills and abilities within the team to meet the varied 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 Life Sciences Hub Wales scoring methodology (i.e. the question has no sub-criteria).</i>	15%	Up to 2 Pages A4
Q4	Describe in detail how your organisation manages the successful delivery of effective design content, from start (receipt of client brief) to finish (delivery of completed content). Include a clear demonstration of how your organisation ensures that all work is completed to project timelines and detail your organisation's approach to quality and project management. <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.e. the question has no sub-criteria).</i>	10%	Up to 2 Pages A4
Total Quality Score Available:			70%
Commercial Criteria			
Schedule of Rates Consider the Life Sciences Hub Wales requirement and provide a day rate (7.5-hours) for the tasks / activities listed within the Commercial response workbook. The combined total cost of all day rates will form the Schedule of Rates. Ensure that the Schedule of Rates includes for all principal costed tasks / activities chargeable for the provision of an effective and all-encompassing service in-line with the Life Sciences Hub Wales requirement and your organisation's subsequent proposal (as per Q2).			30%
Total Commercial Score Available:			30%
Total Tender Score Available:			100%

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.

Ref	Guidance
Q1	• A clear response demonstrating the tenderers previous experience of providing a range and breadth effective content and creative design to clients organisations, detailing how the design work was completed effectively in-line with the client's requirements/specification. • Demonstration of how previously delivered content and creative design services were effectively and successfully aligned to wider brand and strategic considerations • 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). • Details relaying the case study context, including the project's objectives and target audience(s). • A demonstration of how any lessons learnt via the previous arrangements might be leveraged and deployed for the benefit of Life Sciences Hub Wales. • Detail demonstrating the effectiveness of the content and creative design services provided to client organisations, including direct reference to positive outcomes / impacts. • The inclusion of credible examples to support, evidence and/or quantify statements made within the response.
Q2	• A demonstration of the Tenderer's understanding / appreciation of Life Sciences Hub Wales's purpose and vision (etc), and how effective content and creative design services can support its activity. • A tailored response that clearly demonstrates how the tenderer proposes to provide an effective service to Life Sciences Hub Wales in particular, addressing all of the requirements and points outlined in the specification. • Compelling demonstration of how the tenderer's organisation proposes to support the delivery of Life Sciences Hub Wales's strategic objectives and cohesive brand identify through engaging design and content creation. • Confirmation via the response that the tenderer can meet all of the Life Sciences Hub Wales design requirements. • Acknowledgement of the Life Sciences Hub Wales requirements as per the specification, and alignment to your organisation's process. • The inclusion of credible examples to support, evidence and/or quantify statements made within the response.

Q3	• A clear and detailed description of the tenderer's approach to account management, tailored for the Life Sciences Hub Wales context in particular. • A description of the likely team to be deployed to Life Sciences Hub Wales in successful, outlining their skills and experiences as relevant to the Life Sciences Hub Wales requirement. • Details outlining the capacity management and resourcing processes in place within the tenderer's organisation to ensure the continued availability of effective resource to accept and undertake activity via the framework. • Reference to the tools, processes and systems (etc) used to support effective account, project and capacity management. • Clear and compelling description of how the tenderer will successfully manage the capacity and effective output of any proposed third-party providers / sub-contractors. • The inclusion of credible examples to support, evidence and/or quantify statements made within the response.
Q4	• A clear demonstration of how the tenderer manages the full lifecycle of effective design services projects, tailored as a specific proposal to Life Sciences Hub Wales. • Details regarding the processes used to support timely and effective design services provision. • Compelling description of the processes used by your organisation to ensure that quality and accuracy are managed and maintained during all stages of design services. • Specific details regarding the processes, tools, policies (etc) utilised to support and ensure timely provision, quality management and project management. • The inclusion of credible examples to support, evidence and/or quantify statements made within the response.

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.

14.2.6.1 The Quality response template is provided as a supporting attachment titled "*Creative and Content Framework (LSHW.005.2026) – Quality Response Template*".

14.2.7 Tenderers must achieve a minimum weighted Quality score of 40% (out of the available 70%) 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.

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.
- 14.2.9.1 The Commercial response workbook is provided as a supporting attachment titled “*Creative and Content Framework (LSHW.005.2026) – Commercial Response Workbook*”.
- 14.2.10 The Commercial assessment will be evaluated on a proportional vs best basis using the following calculation:

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

Award

- 14.2.11 The total Quality score and total Commercial score will be combined to give a Total tender score.
- 14.2.12 Life Sciences Hub Wales seeks to award a position on the framework to up to two (2) suppliers. Therefore the two highest scoring compliant tenders shall be deemed the Most Advantageous Tenders (MATs).
- 14.2.12.1 The two highest scoring, compliant suppliers (that have achieved a minimum weighted Quality score of 40%), determined following evaluation of all tender responses, will be appointed to the framework as the successful suppliers (having been assessed as submitting the MATs).
- 14.2.13 In the event that two or more tenderers that are competing for the second position on the framework achieve exactly the same Total Tender Score (i.e. are in joint consideration for appointment as the second successful supplier), the tenderer with the highest weighted Quality score will take precedence and will be considered successful.

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. 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 [14.2.8](#).

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