



Invitation to tender

'Cân i Gymru'

Published: 12 October 2026

Tender questions deadline: 12:00 noon Tuesday 20 October 2026

Closing time for receipt of applications: 12:00 noon Friday 4 December 2026

Interviews (if required): Week commencing 14 December 2026

(Please note that S4C reserves the right to change the dates above)

INVITATION TO TENDER

'Can i Gymru'

1. Introduction

Companies¹ are invited to produce "Can i Gymru" from 2028 for a period of two years.

We are asking companies to approach the commission in a fresh and creative way, bringing new life to the format while retaining the popular appeal of the competition

The annual event takes place over the St David's Day weekend and is one of the channel's flagship entertainment programmes. We are looking to evolve the event to attract the country's best songwriters and performers to compete.

While the primary focus of the event remains on showcasing outstanding songwriting, it will be important to explain how the production will reflect and celebrate composition at its very best through an entertainment programme, or series of programmes, that are also of the highest quality.

Traditionally, the event has been delivered as a single programme. We encourage companies to think afresh about how excitement and anticipation around the event can be built and sustained, encouraging audiences to invest their time in the competition. In doing so, proposals should also demonstrate how they will deliver value for money for the channel.

There is a need to be bold in considering how to convince audiences that Cân i Gymru has been reinvented for the twenty-first century, enabling it to attract a younger audience while continuing to retain and engage its loyal followers.

This change will also provide an opportunity to encourage new songwriters to compete for the trophy and prize, helping to attract fresh talent and broaden participation in the competition.

We also encourage companies to consider the most effective ways of creating an interactive event, making full use of audience engagement opportunities and delivering a seamless and impactful voting experience.

The Package

Companies are encouraged to completely reimagine the format and propose a multi-platform package that delivers strong value for money.

The proposal will need to deliver a fitting climax that reflects the history, prestige and stature of the competition, but with a strong focus on the digital offering, which should extend beyond simply providing linear clips and videos of the songs.

The timetable is flexible; however, companies are encouraged to make full use of the channel's social media following and player platforms when developing their proposals. We are looking for a concept that encompasses all of the channel's platforms.

¹ For the purposes of this tender, "Company" means any company, partnership, individual, consortium, or any applicant responding to this invitation to tender.

2. Term of the Agreement

It is intended that a two-year agreement will be awarded, covering the 2028 and 2029 productions. The channel also reserves the right to extend the agreement for a further two years on the same terms and conditions

S4C estimates that the total cost of producing and delivering all programmes will be up to £800,000 (£400,000 per year).

This budget has been provided for guidance purposes only and is intended as an indication of the funding available. Each company should clearly set out in its proposal the specific deliverables that S4C can expect to receive for this budget. S4C will welcome proposals that come in below the indicative budget. However, S4C will be under no obligation to award the contract to the company submitting the lowest-priced tender

3. Details to be Submitted

Please provide the information outlined below. There is no prescribed format for submitting proposals; however, applicants are encouraged to avoid incurring unnecessary expense in the preparation of costly presentations.

For the avoidance of doubt, S4C will not be liable for any costs incurred in the preparation or submission of any proposal, nor for any costs arising from attendance at an interview or from making any presentation to S4C.

Should applicants be invited to make a presentation, we ask that it be limited to 20 minutes.

- 3.1 Your vision for the event and how it will be developed over the term of the agreement.
- 3.2 An outline of the competition and the most appropriate broadcast schedule for all content associated with the event.
- 3.3 Detailed programme format for the event.
- 3.4 An explanation of the voting system, including operational and technical details, as well as potential service providers. This should include your views on how the vote should be weighted or apportioned, and how you would ensure compliance with Ofcom's voting and competition rules.
- 3.5 A multi-platform interactive strategy demonstrating development and growth over the term of the agreement.
- 3.6 Names of potential presenters.*
- 3.7 No venue has yet been designated for 2028, and companies should include suggested venue options as part of their proposal.
- 3.8 A description of the look and feel of the set.
- 3.9 Suggested programme graphics style.
- 3.10 Production team organisational chart, identifying the key team members:
 - (a) Principal contact / Executive Producer*
 - (b) Multi-camera Director*
 - (c) Music Director*
 - (d) Lead contact for the interactive element*
 - (e) Lead technical contact for live production and voting elements*

*For sections 3.6 and 3.10, you must have obtained permission from the individuals concerned to use their names in your proposal. If you are invited to an interview, S4C may require you to provide written evidence of their consent at the interview.

- 3.11 Sustainability considerations of the production plan / content elements.
- 3.12 Budget based on the requirements set out in this Invitation to Tender and the details contained in Schedule A, the Financial Notes
- 3.13 Any legal comments arising from the Legal and Contractual Notes set out in **Schedule B.**

4. Stages and Timetable of the Tender Process

You are requested to submit your application electronically (including the budget) to:

E-mail address: **tendr@s4c.cymru**
Applications to be received by: **Midday 12:00 canol Friday December 4th, 2026**

NO SUBMISSIONS WILL BE ACCEPTED AFTER THE CLOSING TIMES AND DATES

S4C accepts no responsibility for any failures in transmission systems, nor for any applications that are lost, delayed or incomplete. It is the Company's responsibility to ensure that its application (including any relevant attachments) is prepared in good time, taking into account the possibility of staff absence or technical failures, and is submitted before the closing date and time. Proof of sending an application will not be accepted as proof of receipt, and all Companies are encouraged to seek confirmation that their application has been received.

We recommend that any attachments are kept below 10MB in size. Alternatively, a file transfer service such as Dropbox may be used.

The panel will shortlist applications and notify shortlisted companies by the end of the day on **Wednesday, 9 December 2026**, inviting them to attend an interview (if required, with the same evaluation criteria applying). S4C will also notify unsuccessful companies on the same day.

It is anticipated that interviews will take place during the week commencing **14 December 2026**. S4C reserves the right not to conduct interviews.

If there is a successful Company (and subject to contract), S4C will contact that Company by email no later than **21 December 2026**. At the same time, S4C will notify the other interviewed companies that they have been unsuccessful.

If no Company is successful, S4C will notify all interviewed Companies of this decision on the same date.

A period of one month will be allocated to discuss any budgetary and other contractual matters, and the parties will be expected to conclude and sign the final agreement within that period

5. Commisioning Period

Applications will be evaluated by a panel of S4C representatives. The panel will consider the information contained within the applications, together with any additional information or points of clarification provided during the interview process, and will make the final decision in relation to the tender at its sole discretion.

The final decision on the successful tender (if any) will be based on the following criteria, with the maximum score available for each factor indicated below:

Assessment Criteria	Maximum Score %
Editorial content of the proposal, including the format, programme structure/running order, set design, venue, and graphics.	30
Multi-platform strategy of the proposal.	30
The Company's experience in producing similar programmes.	10
The individuals who are key to the proposal.	10
Best use of the budget, including an assessment and analysis of the various budget elements, demonstrating how the available funding will be allocated to maximise value and deliver the strongest possible creative and operational outcome	10
Technical, interactive and the voting system resources. Sustainability Considerations.	10

6. Further Enquiries

If you have any questions relating to this tender, these should be submitted by email to tendr@s4c.cymru no later than **midday on Tuesday, 20 October 2026**. Queries received after this deadline cannot be answered, and a representative of S4C will respond to any questions submitted before the deadline. To ensure fairness to all companies, responses to any questions may be published on S4C's production website. However, the source of any enquiry will not be disclosed.

Applicants are reminded that they should not contact S4C staff directly with any enquiries other than through the official process outlined above.

Please note

This Invitation to Tender is subject to the Legal Notes set out in **Schedule B** and is open to any Company that believes it can meet the requirements and criteria contained within this invitation, subject only to the financial constraints specified herein.

Companies with no previous broadcasting experience, but which possess relevant expertise, (for example in the creation of multimedia products, interactive applications or technical resource provision, may be included as part of a proposal).

Ultimately, S4C will be under no obligation to award the tender to any Company, and nothing in this invitation shall require S4C to do so.

In particular, but without limitation, S4C reserves the right to award the tender and commission either to a single Company or to divide the commission between two or more Companies. Equally, S4C reserves the right not to award the tender and commission to any Company.

Each Company will be required to disclose any potential conflicts of interest between the individuals involved in its proposal and any member of S4C staff. This is to enable S4C to allocate personnel to the evaluation process who have no connection of any kind with the proposal, thereby ensuring a fair and impartial assessment process.

List of Appendices

APPENDIX A – Financial Notes

APPENDIX B – Legal Notes and Draft Contract

APPENDIX A

Financial Notes

Applications are required to include a standard 36 schedule budget in electronic format. Copies can be downloaded from <http://www.s4c.cymru/en/production/page/1153/forms-and-agreements/>

1. The budget should be prepared on the basis of the following requirements:

A minimum of 90 minutes of content per year, with additional supporting digital content provided on top of this.

This content will be broadcast/published across linear television, Clic and iPlayer, as well as across S4C's relevant digital platforms. All content is expected to be fully cleared for publication on YouTube.

Budget for the full two-year period of up to £800,000 (£400,000 per year).

A single budget covering the entire two-year term should be submitted in line with the duration of the agreement.

Details of the competition prize must also be included, covering any cash award and any costs associated with other elements of the prize package.

2. The Company will be responsible for clearing all content, including contributors, third-party material, music, and any other relevant rights. The cost of securing these rights should include clearance for broadcast transmission and the appropriate worldwide online rights, and specifically:

- 5 transmissions on S4C services (including broadcast transmission and simultaneous online streaming), together with 150 days of worldwide catch-up availability following each transmission on S4C's online services provided by, on behalf of, or with the permission of S4C, on a streaming basis and, within the UK only, by temporary download.
- The right to use third-party material solely for the purpose of promoting the Programme's broadcast. S4C will be responsible for ensuring that any royalties payable in connection with such promotional use are paid.

Any limitations or restrictions should be clearly identified within the proposal and/or budget submission.

3. S4C's Code of Practice will not apply to this tender or to the programmes. All copyright and other rights in the programmes shall belong to S4C (as between S4C and the production company only), and the production company will be expected to include within its budget the cost of acquiring and assigning such rights in the programmes to S4C.
4. The costs of fully complying with S4C's Delivery Requirements and Technical Standards, available at the following location, should be included in the budget:
https://media.cms.v1.s4c.cymru/media/media_assets/Awst_2020_Gofynion_Cyfl_eu.pdf
https://media.cms.v1.s4c.cymru/media/media_assets/Technical_Standards_for_Delivery_of_Television_Programmes_to_S4C_2020_Welsh_Rev1a.pdf

and any costs associated with the technical aspects of interactivity and voting should also be included, including the delivery of both the primary live transmission path and a live backup path to the BBC MCA at Central Square, Cardiff (and not solely to BT Tower).

- 5 The cost of insuring production work should be included in the budget along with the management fee and administrative costs associated with producing the programmes.
6. You should include the cost of conforming fully to S4C's Legal Notes as noted in Appendix B.

Each proposal must clearly state whether there is any possibility of receiving funding or financial support from any other source; for example, where budgets have been prepared on the assumption that a grant will be received or that the project will be delivered in partnership with a third party.

However, please note that the arrangement of any sponsorship or advertising relating to the service/programmes is a matter solely for S4C. Accordingly, no company should submit a proposal on the basis or assumption that it will be able to secure additional funding (over and above the contract value approved by S4C) through obtaining sponsorship or selling advertising associated with the service/programmes.

APPENDIX B

Legal Notes

1 No Obligation to Offer the Contract

Nothing contained in this document nor any communication between S4C and you regarding the tendering process or the tender response shall constitute a contract for the provision of any service covered by this tender process nor a warranty or a representation that any contract will or may be awarded.

S4C reserves the right to withdraw from and/or abandon and/or defer this tender process at any time, not to award any contract as a result of this tender process, to supplement, revise and/or clarify the terms and conditions of this document and/or to require applicants to clarify their tender responses and/or to provide additional information in relation thereto.

2 Conflict of Interest

You are required to provide details if it is envisaged that there may be a conflict of interest between individuals involved in your application and S4C staff. This is to enable S4C to ensure that it assigns staff to the tender process that have no personal relationship with any applicant or consortium member of relevant staff.

3 Confirmation of Correct Information

By submitting a response to this tender, applicants confirm that all information provided remains true, complete and accurate.

4 Contract

The agreement will remain in force for a period of two years (2028 and 2029), until all programmes, content and associated documentation have been delivered to S4C. S4C will

have the right to extend the agreement for a further two years (2030 and 2031) on the same terms and conditions, including a budget of £400,000 per year.

S4C will review the agreement and the performance of the successful Company during the term of the contract and reserves the right to terminate the agreement following such a review. This review will be in addition to any regular editorial or financial reviews provided for under the agreement.

S4C's Code of Practice will not apply to this tender or the programmes, and all copyright and other rights in the programmes will belong to S4C. Accordingly, the successful Company (where applicable) will be contracted on the basis that S4C will fully fund the production costs of the programmes and, in consideration of that funding, will acquire all copyright and other rights in the programmes.

In particular, the successful Company will be contracted in accordance with the terms and conditions of the draft commissioning agreement attached to this tender. However, S4C reserves the right to vary and amend the draft commissioning agreement in such manner as it considers necessary, and the final agreement must reflect and confirm the terms on which the commission is awarded to the successful Company (where applicable).

Any comments on the draft agreement should be included within your proposal. Otherwise, by submitting a response to this tender, you will be deemed to have accepted the terms and conditions of these documents.

The submission of comments does not necessarily mean that S4C accepts them. S4C reserves the right to amend the draft agreement after its publication once the details of the successful proposal are known. If, following the award of the tender, financial or contractual negotiations do not progress satisfactorily, S4C reserves the right to offer the tender to another applicant or to re-tender the opportunity.

S4C and the successful company or companies will be the only parties to the agreement.

S4C is not obliged to accept all elements of the successful proposal (where applicable). It may accept elements from one or more proposals. This may result in Companies being required to work collaboratively with others in order to provide the services that S4C requires. By submitting a proposal, you agree to this arrangement.

5 Codes of Practice and Guidelines

The successful company will be required to comply with the following codes of practice, legislation and guidelines (amongst others):

- Ofcom Broadcasting Code;
- Health and Safety Law and Industry Best Practice;
- Data Protection Legislation;
- S4C Child Protection Policy;
- S4C Technical Requirements;
- S4C Social Media Policy and Guidelines

- S4C Welsh Language Guidelines;
- S4C Brand Guidelines;
- S4C Best Practice Guidelines in relation to Competitions;
- S4C Statement of Commitment to Diversity
- Anti-Harassment Policy and Guidelines
- Guidelines on the Use of Artificial Intelligence (AI)
- Any other guidelines, policies, or requirements that are in force and applicable to S4C or S4C services at the time of broadcast.

Each applicant should include the cost of complying with the above (including to cost of appropriate advice) within the application. Many of these guidelines are available on the

S4C Production Website which is available at <http://www.s4c.cymru/en/production/page/1154/guidelines/>

6 Freedom of Information

S4C is subject to the provisions of the Freedom of Information ("FOI") Act 2000. If you consider that any information supplied by you to S4C pursuant to this invitation is commercially sensitive or confidential in nature, this should be highlighted explicitly and the reasons for its sensitivity set out in full in the tender response. Please note, however, that identifying information as confidential or commercially sensitive does not guarantee that it will be exempt from disclosure. S4C retains the discretion to decide whether or not particular information is exempt from disclosure.

7 Data Protection

By submitting a tender response, you confirm that you have informed all individuals identified in the tender submission that you will share their personal data in this way. You acknowledge that S4C will process all personal information provided as part of the tender response in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018. The S4C Privacy Notice is available on www.s4c.cymru and you will notify all individuals whose personal data is provided to S4C of this clause 7. S4C will process any personal data provided in your tender response on the ground that it is in your and S4C's legitimate interests to process all personal data provided by you as part of the tender response for the purpose of evaluating the tender response.

8 Confidentiality and Publicity

By submitting a response to this tender, you agree to keep confidential any information which is disclosed or otherwise made available to you by S4C in any medium whatsoever during or in connection with this tender process. You shall not use such information for any purpose other than the preparation of the tender response and shall not to disclose such information to any person other than in confidence and on a need to know basis to those persons who are directly involved in the preparation of the tender response. Such obligations of confidentiality shall not apply to documents already in the public domain at the time it is disclosed or made available to you by S4C.

By submitting a response to this tender you agree not to, and agree to ensure that your employees do not, issue any publicity of any kind (including but not limited to notices via social networking sites such as Facebook or Twitter or otherwise)

regarding the subject of this tender or any decision of S4C in relation to any element of this tender unless S4C has provided prior written consent to such communication.

9 Disclaimer

S4C gives no warranty or representation regarding the completeness or accuracy of any information contained in this ITT and any reliance placed on any such information by you is at your own risk.

10 Non-Collusion

By submitting a response to this ITT, you certify that:

1. the tender response is bona fide and intended to be competitive;
2. you have not fixed or adjusted the response by or under or in accordance with any agreement or arrangement with any other person (other than, in the case of a consortium, the other consortium members) or required any other applicant to do the same; and
3. you have not communicated to any person other than S4C the amount or approximate budget or price of the tender response, except where the disclosure, in confidence, was necessary to obtain insurance premium or other quotations required for the preparation of the tender.

11 Inappropriate Conduct

If you or your appointed advisor makes any attempt to inappropriately influence this tender process or the award of the contract in any way, S4C may disqualify your tender response in S4C's absolute discretion. Any direct or indirect canvassing by you or your appointed advisor in relation to this procurement or any attempt to obtain information from any of the employees or agents of S4C concerning another tendering organisation may result in disqualification at S4C's sole discretion.

12 Governing Law

This document shall be governed by the laws of England and Wales and you agrees, by returning a tender response, to submit to the exclusive jurisdiction of the courts of England and Wales.