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Planning

TfW Strategic Brand Guardianship

Transport for Wales

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-000231

Procurement identifier (OCID): ocds-h6vhtk-05efd6 ([view related notices](#))

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Scope

Description

TfW requires a strategic Brand Guardianship agency to provide insight and expertise that will enable us to continue building and establishing our accessible, bilingual, distinctive and multimodal brand at a pivotal point in our development.

Core services may include, but are not limited to:

- Strategic brand direction, evolution and innovation
- Branded customer experience
- Brand guardianship and governance
- Creative development and brand activation
- Strategic expertise and insight

Total value (estimated)

- £6,000,000 excluding VAT
- £7,200,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 June 2026 to 31 October 2030
- 4 years, 5 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79822500 - Graphic design services
- 79415200 - Design consultancy services

Contract locations

- UKL - Wales
-

Engagement

Engagement deadline

12 January 2026

Engagement process description

Transport for Wales are using this Preliminary Market Engagement Notice to identify supplier interest in the upcoming requirement for the Strategic Brand Guardianship. TfW may in future decide to hold an online market engagement session via Microsoft Teams. If this is the case, then suppliers that complete the feedback questionnaire attached, will be contacted and invited.

Please complete this Microsoft Form Feedback Questionnaire by 5pm, Thursday 8th January 2026.

<https://forms.office.com/Pages/ResponsePage.aspx?id=JNDchxkwJkiZVrp2sqBP9GQHxZZpmRBEpZb6y9KNSQVUMDZDODNEWDBERDJHV0w4U1A0UUFLS0NZSi4u> (if the link doesn't allow you to click it, please copy and paste it into your internet browser).

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Contracting authority

Transport for Wales

- Companies House: 09476013

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: Curtis Jordan

Email: supplychain@tfw.wales

Website: <https://tfw.wales/>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales