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Contract

Brand Guardianship

Transport for Wales

F03: Contract award notice

Notice identifier: 2021/S 000-002126

Procurement identifier (OCID): ocds-h6vhtk-028fa4

Published 3 February 2021, 10:08am

Section I: Contracting authority

I.1) Name and addresses

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

Email

procurement@tfw.wales

Telephone

+44 2921673434

Country

United Kingdom

NUTS code

UKL - WALES

Internet address(es)

Main address

<http://trc.cymru>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA50685

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Transport Related Services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand Guardianship

Reference number

TfW320

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Transport for Wales has procured suitable providers to assist in implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role. TfW's aim is to build a confident, fully bilingual, customer-focused, and multi-modal brand that is trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £100,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342000 - Marketing services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 73300000 - Design and execution of research and development
- 79415200 - Design consultancy services
- 72224000 - Project management consultancy services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

TfW offices located in Pontypridd.

II.2.4) Description of the procurement

TfW has appointed a provider to help us build our brand and undertake future strategic brand development. We require assistance in the following areas:

- Strategic brand development and creative direction
- Brand management and guardianship
- Creative development and execution
- Strategic campaign and communications
- Expertise and experience

Our brand will need to engage a range of key audiences, each with specific needs, including:

- Leisure travellers
- Commuters
- Potential travellers
- Stakeholders

The main objectives for this contract:

- To build our brand on firm foundations and develop, evolve, refine our brand strategy
- Our brand is to embrace and drive forward TfW's commitment to equality, diversity and inclusion.
- For TfW to establish and maintain strategic control of our brand
- To ensure the decisions we make about our brand are insight-driven and drive our engagement
- To embrace communication channels to our audiences and users of our brand, including licenced and other brand users and their creative/marketing agencies

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Quality criterion - Name: Methodology and Approach / Weighting: 15%

Quality criterion - Name: Key areas and overall approach / Weighting: 15%

Quality criterion - Name: Working Collaboratively / Weighting: 10%

Quality criterion - Name: Team Structure and Contract Management / Weighting: 15%

Quality criterion - Name: Development of Brand / Weighting: 10%

Quality criterion - Name: Commitment to equality, diversity and inclusion / Weighting: 5%

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 199-483836](#)

Section V. Award of contract

Contract No

C000320.00

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 January 2021

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Golley Slater

Wharton Place, Wharton Street

Cardiff

CF101GS

Telephone

+44 2920388621

Fax

+44 2920228554

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £100,000

Total value of the contract/lot: £100,000

Section VI. Complementary information

VI.3) Additional information

The final contract price referenced above in V2.4 is an estimate and the actual price of the contract may differ. The exact figure cannot be provided as the work will be issued via packages of work.

(WA Ref:107385)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom