

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006510-2026>

Tender

## Strategic Brand Guardianship

Transport for Wales

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006510

Procurement identifier (OCID): ocds-h6vhtk-060d9a

Published 26 January 2026, 10:55am

## Changes to notice

This notice has been edited. The [previous version](#) is still available.

Name change and linking UK2 notice

## Scope

## Reference

C001300.00

## **Description**

Transport for Wales (TfW) is seeking to appoint a strategic Brand Guardianship agency to support the continued development, evolution, activation and governance of its multimodal, bilingual and distinctive brand.

The successful supplier will provide expert insight and strategic leadership to help TfW strengthen and elevate its brand at a pivotal stage in its development, ensuring consistency, creativity and measurable impact across all physical and digital touchpoints. Services will support the delivery of TfW's long-term brand strategy and contribute to the organisation's vision of becoming Wales' favourite way to travel.

Core services include (but not limited to):

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

## **Total value (estimated)**

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

Above the relevant threshold

## **Contract dates (estimated)**

- 31 May 2026 to 31 May 2030
- 4 years, 1 day

## **Main procurement category**

Services

## **CPV classifications**

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

## **Contract locations**

- UK - United Kingdom

---

## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

---

## **Submission**

### **Enquiry deadline**

3 February 2026, 12:00pm

### **Submission type**

Tenders

**Tender submission deadline**

23 February 2026, 12:00pm

**Submission address and any special instructions**

<https://etenderwales.ukp.app.jaggaer.com/go/73659068019BE67B6035>

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

- Welsh
- English

**Award decision date (estimated)**

17 April 2026

**Recurring procurement**

Publication date of next tender notice (estimated): 1 February 2030

---

## Award criteria

Name	Type	Weighting
Quality	Quality	70.00%
Price	Price	30.00%

---

## Other information

### Conflicts assessment prepared/revised

Yes

---

## Procedure

### Procedure type

Competitive flexible procedure

### Competitive flexible procedure description

Transport for Wales (TfW) is conducting a procurement for the provision of Brand Guardianship services using the Competitive Flexible Procedure under the Procurement Act 2023. This route allows TfW to design a tailored, multi?stage process that enables meaningful engagement with the market, supports clarification and refinement of proposals, and ensures the most advantageous tender is selected.

Suppliers must submit a full Quality and Commercial response in accordance with the ITT documentation. Following evaluation, the highest?scoring suppliers will be invited to participate in a second?stage presentation to validate their proposals and demonstrate their capability, approach, and team structure.

## Documents

### Associated tender documents

<https://etenderwales.ukp.app.jaggaer.com/go/05074672019BEB778246>

Link to tender documentation

---

## Contracting authority

### Transport for Wales

- Public Procurement Organisation Number: PPHD-4211-XYXJ

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: Rebecca Whitehead

Email: [Procurement@tfw.wales](mailto:Procurement@tfw.wales)

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

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government