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Planning

## **Innovation Lab by TfW Accelerator**

Transport for Wales

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

Notice identifier: 2025/S 000-010137

Procurement identifier (OCID): ocids-h6vhtk-04ef06

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### **Scope**

### **Description**

We run a 10-week accelerator programme consisting of workshops, stakeholder 1-2-1s, mentoring, networking opportunities with key executives and access to a wide range of resources and knowledge from across the sector.

At the end of the 10 weeks, all businesses taking part on the programme will present their MVP (Minimum Viable Product) on demo day, with the goal of securing a contract with Transport for Wales. Successful candidates will then have the financial security and access to resources needed to continue development of their product or service to integrate across Transport for Wales.

2025 Media Cymru and Transport for Wales Challenge Statement

Media Specific Challenges as outlined by Media Cymru (Must be based in Wales for the Media Challenge):

- Supporting tourism via the transport network.
- Strengthening the use of the Welsh language across the network.

- Creating mixed-media experiences to improve commuter journeys.
- Promote the brand and/or offering using new forms of media.
- Attracting people to use the network via new media.

Transport Specific Challenges as outlined by Transport for Wales:

- Revenue Generation and Cost Efficiency
  - o Identifying new revenue opportunities
  - o Designing cost-effective solutions
  - o Leveraging AI to enhance operations
- Modal Shift and Engagement
  - o Encouraging more people to use sustainable transport
  - o Developing an integrated, sustainable transport system
- Operational Excellence
  - o Improving rail and bus performance
  - o Enhancing safety for passengers and staff
  - o Strengthening climate resilience

<https://tfw.wales/lab>

### **Contract dates (estimated)**

- 1 October 2025 to 31 January 2026
- 4 months

## **Main procurement category**

Goods

## **CPV classifications**

- 48000000 - Software package and information systems
- 72000000 - IT services: consulting, software development, Internet and support
- 98000000 - Other community, social and personal services

## **Contract locations**

- UKL - Wales

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## **Engagement**

### **Engagement deadline**

31 March 2025

### **Engagement process description**

Please visit the website for more information and how to apply.

[www.tfw.wales/lab](http://www.tfw.wales/lab)

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## **Participation**

## Particular suitability

Small and medium-sized enterprises (SME)

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## Contracting authority

### Transport for Wales

- Companies House: 09476013

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

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

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

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales