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Termination

Brand Response Campaign

Transport for Wales

UK12: Procurement termination notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-013452

Procurement identifier (OCID): ocds-h6vhtk-04fa39 ([view related notices](#))

Published 7 April 2025, 3:34pm

Contract 1. C001178.00 - Brand Response Campaign

This contract will not be signed.

Date of decision not to sign contract

4 April 2025

Reason for not signing contract

The notice has been withdrawn.

Supplier

- [Lucky Generals Ltd](#)

Contract value

- £1,500,000 excluding VAT
- £1,800,000 including VAT

Contract dates

- 8 April 2025 to 7 April 2026
- 1 year

Supplier

Lucky Generals Ltd

- Public Procurement Organisation Number: PHCB-9989-JMLR

Bankside 3, 90 - 100 Southwark Street

London

SE1 0SW

United Kingdom

Telephone: 0203 371 6360

Email: HQ@luckygenerals.com

Website: <https://luckygenerals.com/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. C001178.00 - Brand Response Campaign

Contracting authority

Transport for Wales

- Public Procurement Organisation Number: PPHD-4211-XYXJ

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Contact name: TfW Procurement

Telephone: 02921673434

Email: Procurement@tfw.wales

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

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales