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Pipeline

## Digital Marketing Agency

Transport for Wales

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-025812

Procurement identifier (OCID): ocds-h6vhtk-0520ed

Published 23 May 2025, 10:11am

## Scope

## Reference

C001153.00

## Description

Digital Marketing related support.

## Total value (estimated)

- £10,000,000 excluding VAT
- £12,000,000 including VAT

## Contract dates (estimated)

- 5 October 2026 to 8 October 2029
- 3 years, 4 days

## **Main category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL - Wales

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

26 May 2025

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## Procedure

### Above or below total value threshold

Above or equal to threshold

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## Contracting authority

### Transport for Wales

- Companies House: 09476013

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

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

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

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

