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Tender

## **Strategic Brand Development and Guardianship**

Transport for Wales

F02: Contract notice

Notice identifier: 2022/S 000-033868

Procurement identifier (OCID): ocds-h6vhtk-038959

Published 30 November 2022, 8:53am

The closing date and time has been changed to:

**16 January 2023, 12:00pm**

See the [change notice](#).

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

#### **Email**

[procurement@tfw.wales](mailto:procurement@tfw.wales)

#### **Telephone**

+44 2921673434

**Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://tfw.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA50685](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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk>

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Transport

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Strategic Brand Development and Guardianship

Reference number

C000713.00

#### II.1.2) Main CPV code

- 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Welsh Government has declared a climate change emergency and we're here to change the way Wales travels. We want to inspire people to think differently about the way they travel and for walking, wheeling, cycling, and travelling by public transport to be their preferred choice. We have already made a big impact on many people's lives, and this will continue as we develop a sustainable, integrated transport network across Wales.

Our aim is to increase the number of journeys by active travel or public transport by 40% by 2040. This is the target set in the Welsh Government's strategy for the future of transport in Wales - Llwybr Newydd: the Wales Transport Strategy 2021.

We know what we need to achieve, and we have a clear mission, vision, and values. We also know that changing the way we travel isn't about one big statement. It's about us all making changes, big and small, in the coming years.

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life. We

also want our brand to continue to be a respected member of the Cymru Wales nation brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the long-term to elevate our brand's status and increase engagement with our key audiences.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life. We also want our brand to continue to be a respected member of the Cymru Wales nation brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the long-term to elevate our brand's status and increase engagement with our key audiences.

We are looking to appoint a partner to help us build our brand and deliver the requirements of this contract with the following key areas of focus, but not limited to:

? Strategic brand development and creative direction

? Brand management and guardianship

? Brand identity and standards

? Research and insight

? Specialist expertise

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend for up to two(2) period(s) of 12 months each

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

Please refer to the Tender Documentation.

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## **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.2.2) Time limit for receipt of tenders or requests to participate**

Originally published as:

Date

9 January 2023

Local time

12:00pm

Changed to:

Date

16 January 2023

Local time

12:00pm

See the [change notice](#).

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English, Welsh

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

10 January 2023

Local time

12:00pm

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

**VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Tender documents will be available via eTenderWales at:

<https://etenderwales.bravosolution.co.uk/>

Please refer to project\_51862 and ITT\_99369 - Strategic Brand Development and Guardianship to obtain the tender documentation.

Any tenderer queries and responses and any circulars that may be issued during the tender period are to be communicated exclusively via the eTenderWales portal only. All responses will be shared with all tenderers unless the query is deemed confidential or commercially sensitive.

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

[https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=127041](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=127041)

(WA Ref:127041)

The buyer considers that this contract is suitable for consortia.

### **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