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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

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

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

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

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.

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

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

(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