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Not applicable

## **Strategic Brand Development and Guardianship**

Transport for Wales

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-036493

Procurement identifier (OCID): ocids-h6vhtk-038959

Published 23 December 2022, 10:30am

### **Section I: Contracting authority/entity**

#### **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)

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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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2022/S 000-033868](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

#### **VII.1.2) Text to be corrected in the original notice**

Section number

IV.2.2

Place of text to be modified

Time limit

Instead of

Date

9 January 2023

Local time

12:00pm

Read

Date

16 January 2023

Local time

12:00pm

Section number

IV.2.7

Place of text to be modified

Conditions for opening of tenders

Instead of

Date

10 January 2023

Local time

12:00pm

Read

Date

17 January 2023

Local time

8:00am

## **VII.2) Other additional information**

TfW have considered the time constraints faced by Tenderers and have decided to extend the deadline for submission of bids by a week. The new deadline for return of tenders electronically via eTender Wales is set for noon on Monday 16th January 2023.