

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/059663-2025>

Tender

South Yorkshire Narrative Brand Programme

South Yorkshire Mayoral Combined Authority

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059663

Procurement identifier (OCID): ocds-h6vhtk-05a204

Published 25 September 2025, 12:49pm

Scope

Reference

DN792003

Description

South Yorkshire Mayoral Combined Authority (SYMCA) are seeking to appoint a partner to plan, develop and execute a new narrative for South Yorkshire which provides a nationally recognised view of the region's unique and compelling strengths.

The programme of work must also develop a quick recognition visual brand which ties the shared story of South Yorkshire together.

Total value (estimated)

- £200,000 excluding VAT
- £240,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 24 November 2025 to 23 May 2026
- 6 months

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UKE3 - South Yorkshire

Participation

Legal and financial capacity conditions of participation

You must self-certify that you have, or will have in place, the required level of insurance in the event that you are awarded the contract.

You must confirm that you have in place or can commit to having in place prior to the commencement of the contract, adequate human and technical resources, measures and controls to ensure compliance with the General Data Protection Regulations.

Further details can be found in the tender documents Part 4 Procurement Specific Questionnaire.

Technical ability conditions of participation

Demonstrate at least 2 projects of a similar value and technical nature to meet the technical and professional ability criteria set out in the procurement documents.

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

13 October 2025, 5:00pm

Tender submission deadline

21 October 2025, 10:00am

Submission address and any special instructions

<https://procontract.due-north.com>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

7 November 2025

Award criteria

Name	Type	Weighting
Quality	Quality	60%
Price	Price	40%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

Request for quotes based on an initial scope that the requirement would be below threshold.

Documents

Associated tender documents

<https://procontract.due-north.com/>

Tender documents can be accessed via ProContract at the link above.

Contracting authority

South Yorkshire Mayoral Combined Authority

- Public Procurement Organisation Number: PDBT-6675-QXPN

11 Broad Street West

Sheffield

S1 2BQ

United Kingdom

Email: james.lyndon@southyorkshire-ca.gov.uk

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government