

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 ([view related notices](#))

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**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
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](mailto:james.lyndon@southyorkshire-ca.gov.uk)

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government