

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/080210-2025>

Pipeline

Brand Guardianship

Transport for Wales

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080210

Procurement identifier (OCID): ocds-h6vhtk-05efd6

Published 5 December 2025, 2:10pm

Scope

Description

For the provision to TfW of Brand Guardianship

Total value (estimated)

- £9,000,000 excluding VAT
- £10,800,000 including VAT

Contract dates (estimated)

- 1 June 2026 to 31 October 2030
- 4 years, 5 months

Main category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

1 January 2026

Contracting authority

Transport for Wales

- Companies House: 09476013

3 Llys Cadwyn

Pontypridd

CF37 4TH

United Kingdom

Email: supplychain@tfw.wales

Website: <http://tfw.wales>

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales