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Tender

Brand Identity Development for the New Passenger Watchdog

Transport Focus

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

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Scope

Reference

PWDEC25

Description

Background

Transport Focus is the independent passenger watchdog representing the interests of transport users. As part of our evolution, we are developing a new passenger watchdog that will continue to champion the needs of passengers across the transport network.

To support this transition, we require a branding agency to help us explore and define what the new passenger watchdog should look and feel like. This work will inform recommendations to government, who will make the final decision on the future passenger watchdog's identity.

The successful agency will work closely with Transport Focus to develop a suite of brand identity options that reflect our core values and resonate with our key audiences, whilst ensuring value for money in the use of public funds.

Objectives

The procurement aims to:

- Develop a range of brand identity options (including names, logos, and visual identity) for the new passenger watchdog that can be presented to Transport Focus and government for decision-making
- Define the organisation's proposition and help bring the new watchdog to life, both internally and externally
- Shape our internal culture and external communications approach in line with our core values: Trust, Respect, Independence and Positivity
- Understand audience expectations and preferences for tone of voice, and how a passenger watchdog should present itself and communicate
- Identify the most appropriate communication channels for reaching our key audiences
- Deliver actionable recommendations that represent excellent value for money

Scope of Work

The successful agency will be required to:

Research and Discovery

Conduct research to understand what our three key audience groups would want to see in a future passenger watchdog and how they would expect it to communicate:

- Passengers/consumers
- Transport industry leaders/operators
- National and regional politicians and decision makers with responsibility for transport

Internal Proposition

- Develop recommendations for the organisation's internal culture and identity

- Create materials that help shape who we are as an organisation
- Ensure alignment with our core values: Trust, Respect, Independence and Positivity

External Proposition

- Develop options for the organisation's name and brand proposition
- Create a suite of logo concepts and visual identity options
- Define the tone of voice and communication style for external audiences
- Recommend appropriate communication channels for each audience group

Brand Identity Options

- Present multiple creative directions (minimum of 3 distinct routes) covering:
 - Proposed names for the new watchdog
 - Logo designs and visual identity systems
 - Look and feel guidelines
 - Application examples showing the brand in use

Out of Scope

The following elements are not included in this procurement:

- Final production of brand assets (only concepts and recommendations required)
- Development of full brand guidelines documentation
- Website design or development
- Implementation or rollout of the chosen brand identity
- Ongoing brand management or retainer services
- Market research requiring large-scale quantitative studies

Deliverables

The successful supplier must provide:

1. Research Findings Report - summarising audience insights and expectations for the new watchdog
2. Brand Strategy Document - outlining the strategic rationale for the proposed approaches
3. Creative Concepts - minimum of 3 distinct brand identity routes, each including:
 - Proposed organisation name(s)
 - Logo designs
 - Visual identity system (colour palettes, typography, graphic elements)
 - Look and feel examples
4. Brand Proposition Document - defining the internal and external proposition
5. Tone of Voice Guidelines - explaining how the organisation should communicate with each audience
6. Channel Recommendations - identifying the most appropriate communication channels for each audience group
7. Final Presentation - presenting all recommendations to Transport Focus and supporting the presentation to government stakeholders

All deliverables must be provided in editable digital formats (e.g., PowerPoint, PDF, and source files where applicable).

Total value (estimated)

- £15,000 excluding VAT
- £18,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 February 2026 to 31 March 2026
- Possible extension to 31 August 2026
- 7 months

Description of possible extension:

Extensions may be used based on agreed timeline for work following appointment.

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services
- 79930000 - Specialty design services
- 79990000 - Miscellaneous business-related services

Contract locations

- UK - United Kingdom

Participation

This procurement is reserved for

UK suppliers

Conditions of participation

Supplier Requirements

Suppliers must demonstrate:

- Relevant experience - proven track record in brand identity development for public sector organisations, watchdogs, regulators, or similar bodies
- Creative capability - portfolio showing high-quality brand identity work with clear strategic rationale
- Research skills - ability to gather and analyse audience insights efficiently
- Understanding of the public sector context - familiarity with public sector values, constraints, and the need for value for money
- Resource and capacity - ability to deliver all requirements within the specified timescale and budget
- Team credentials - details of the team members who would work on this project and their relevant expertise

Suppliers should also provide:

- Company details and relevant certifications
- Case studies of similar projects (minimum of 2)
- CVs of key team members
- Detailed methodology and approach
- Project timeline
- Itemised cost breakdown
- References from at least 2 recent clients

Particular suitability

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

Submission

Enquiry deadline

9 January 2026, 5:00pm

Tender submission deadline

16 January 2026, 5:00pm

Submission address and any special instructions

Tender Responses should be submitted by email to procurementadmin@transportfocus.org.uk by 5pm on 16 January 2026.

For questions or clarifications, please email procurementadmin@transportfocus.org.uk

Tenders may be submitted electronically

No

Award criteria

Evaluation Criteria

Tenders will be evaluated using the following weighted criteria:

Quality and relevance of approach - methodology, creative process, and how the supplier will meet our objectives 30%

Relevant experience and capability - track record of similar work, quality of case studies, team expertise 25%

Value for money - cost breakdown, deliverables offered, and efficient use of budget 25%

Understanding of audience and context - demonstrated understanding of our audiences, values, and public sector requirements 15%

Delivery timescales and project management - realistic timeline, clear milestones, and ability to meet deadlines 5%

Suppliers must score a minimum of 60% overall to be considered for award.

Transport Focus reserves the right to request presentations or interviews from shortlisted suppliers before making a final decision.

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[Tender Document - PW - Branding.docx](#)

Outline of requirement: Qualitative research project with users of British Sign Language to understand requirements for information when using rail.

Contracting authority

Transport Focus

- Public Procurement Organisation Number: PGBR-3271-MNXJ

10th floor, 25 Cabot Square

London

E14 4QZ

United Kingdom

Email: procurementadmin@transportfocus.org.uk

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - central government