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Tender

Customer Relationship Marketing, Direct Response and Regional Marketing

FIRST GREATER WESTERN LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-000827

Procurement identifier (OCID): ocds-h6vhtk-028a91

Published 15 January 2021, 9:33am

Section I: Contracting entity

I.1) Name and addresses

FIRST GREATER WESTERN LIMITED

Milford House, 1 Milford Street

SWINDON

SN1 1HL

Contact

Eddie Townsend

Email

eddie.townsend@gwr.com

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

www.gwr.com

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://procurement.gwr.com/tenders>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procurement.gwr.com/tenders>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Relationship Marketing, Direct Response and Regional Marketing

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Provision of Customer Relationship Marketing, Direct Response and Regional Marketing including leading the strategy for the Customer Programme ensuring alignment with overall marketing strategy.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

London and South West England

II.2.4) Description of the procurement

Provision of Customer Relationship Marketing, Direct Response and Regional Marketing including leading the strategy for the Customer Programme ensuring alignment with

overall marketing strategy.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 July 2021

End date

31 March 2023

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

15 February 2021

Local time

10:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

First Greater Western Limited

Swindon

Country

United Kingdom