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Tender

EMR/MH/004 Creative Framework Tender

ABELLIO EAST MIDLANDS LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-001169

Procurement identifier (OCID): ocds-h6vhtk-042ce4

Published 12 January 2024, 4:38pm

The closing date and time has been changed to:

1 March 2024, 10:00am

See the [change notice](#).

Section I: Contracting entity

I.1) Name and addresses

ABELLIO EAST MIDLANDS LIMITED

2nd Floor St Andrew's House, 18-20 St Andrew Street

LONDON

EC4A3AG

Contact

Matthew Holt

Email

matt.holt@eastmidlandsrailway.co.uk

Country

United Kingdom

Region code

UKF - East Midlands (England)

Companies House

09860485

Internet address(es)

Main address

www.eastmidlandsrailway.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://redirect.transaxions.com/events/DdrkE>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/DdrkE>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

EMR/MH/004 Creative Framework Tender

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are creating a Framework Agreement of 5 creative agencies to cover our upcoming TV and Radio Commercial concept creation, production, and delivery needs for both the East Midlands Railway (EMR) Masterbrand as well as the Luton Airport Express sub-brand.

II.1.5) Estimated total value

Value excluding VAT: £6,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

We are creating a framework agreement of 5 creative agencies to cover our upcoming TV

and Radio Commercial concept creation, production, and delivery needs for both the East Midlands Railway (EMR) Masterbrand as well as the Luton Airport Express sub-brand.

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: £6,000,000

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

Start date

11 May 2024

End date

13 October 2030

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

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 5

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

Originally published as:

Date

1 May 2024

Local time

10:00am

Changed to:

Date

1 March 2024

Local time

10:00am

See the [change notice](#).

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

1 May 2024

Local time

10:01am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Abellio East Midlands Ltd.

London

Country

United Kingdom