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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](mailto: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](http://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

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## **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

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## **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