This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/001169-2024">https://www.find-tender.service.gov.uk/Notice/001169-2024</a>

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 subbrand.

### 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**