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Contract

## **Marketing Agency Services**

Rail Safety and Standards Board

F03: Contract award notice

Notice identifier: 2025/S 000-001299

Procurement identifier (OCID): ocds-h6vhtk-049aae

Published 15 January 2025, 10:05am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Rail Safety and Standards Board

25 Fenchurch Avenue

London

EC3M 5AD

#### **Contact**

Phil Evans

#### **Email**

[Phil.Evans@RSSB.CO.UK](mailto:Phil.Evans@RSSB.CO.UK)

#### **Telephone**

+44 2031425651

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<https://www.rssb.co.uk/>

**I.4) Type of the contracting authority**

Other type

Not for profit

**I.5) Main activity**

Other activity

Transport

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing Agency Services

Reference number

866243804

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

RSSB is looking to secure an integrated marketing agency to help in the development of a range of promotional sources from fully integrated brand campaigns, specific campaigns covering one-off projects to small ad hoc projects covering a variety of deliverables.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £600,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

#### **II.2.4) Description of the procurement**

RSSB is looking to secure an integrated marketing agency to help in the development of a range of promotional sources from fully integrated brand campaigns, specific campaigns covering one-off projects to small ad hoc projects covering a variety of deliverables.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical Questions / Weighting: 50

Quality criterion - Name: Presentation / Weighting: 30

Cost criterion - Name: Commercial / Weighting: 20

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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### **Section IV. Procedure**

#### **IV.1) Description**

##### **IV.1.1) Type of procedure**

Open procedure

##### **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.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-029374](#)

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### **Section V. Award of contract**

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

14 October 2024

### **V.2.2) Information about tenders**

Number of tenders received: 16

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Agent Marketing Limited

43 Jordan Street

Liverpool

L1 0BW

Country

United Kingdom

NUTS code

- UKD72 - Liverpool

National registration number

05813665

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £600,000

Total value of the contract/lot: £600,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://rssb.delta-esourcing.com/delta/viewNotice.html?noticeId=917399873>

GO Reference: GO-2025115-PRO-29134684

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Rail Safety and Standards Board

25 Fenchurch Avenue

London

EC3M 5AD

Country

United Kingdom