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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

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

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

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](#)

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 OBW

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

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