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Contract

West Midlands Trains Marketing tender

WEST MIDLANDS TRAINS LIMITED

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-002459

Procurement identifier (OCID): ocds-h6vhtk-033868

Published 26 January 2023, 3:33pm

Section I: Contracting entity

I.1) Name and addresses

WEST MIDLANDS TRAINS LIMITED

2nd Floor, St Andrews House, 20 St. Andrew Street

LONDON

EC4A3AG

Email

mark.ibbs@wmtrains.co.uk

Country

United Kingdom

Region code

UKG - West Midlands (England)

Companies House

09860466

Internet address(es)

Main address

www.westmidlandsrailway.co.uk

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

West Midlands Trains Marketing tender

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

West Midlands Trains is a UK rail operator, responsible for two customer-facing brands: London Northwestern Railway (LNR) - for long distance and London commuter services.

www.londonnorthwesternrailway.co.uk

West Midlands Railway (WMR) - a regional train service for the

West Midlands.

www.westmidlandsrailway.co.uk

This tender is for the following four lots:-

Lot 1 - Advertising - Destination marketing, with the aim of stimulating leisure trips.

Lot 2 - Pay per click - Developing a strategy for an always-on and campaigns approach to facilitate growth.

Lot 3 - Search engine optimization - A strategy is required to increase visibility of the West Midlands Railway and London Northwestern Railway websites.

Lot 4 - Consumer Public Relations and Social Media - West Midlands Trains require a partner that can enhance our presence through consumer public relations and social media all year round.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Lot 1 - Advertising

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

Destination marketing, with the aim of stimulating leisure trips. The specific requirement will be:-

1. Media planning (including all traditional & digital media).
2. Strategic planning.
3. Media buying (including all traditional and digital media).
4. Digital Technology / Ad Operations time.

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 2 - Pay per click

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Manage the ongoing pay per click accounts.
2. Develop and manage bidding strategies for Google AdWords and Bing Ads along with campaign strategies.
3. Reporting - produce weekly, monthly, quarterly and annual reports.

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 3 - Search Engine Optimization

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Facilitate the growth of visits to the West Midlands Trains websites for organic traffic through:-

- a) Ongoing search engine optimization management.
- b) Developing action plans grounded in insights.
- c) Activation / implementation through in-house team and cross-agency co-ordination.
- d) Reporting & analysis including helping to set realistic KPIs and showing trends with volume and quality of traffic generated.

II.2.11) Information about options

Options: No

II.2) Description

II.2.1) Title

Lot 4 - Consumer Public Relations and Social Media

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

1. Consumer Public Relations strategy & implementation.
2. Social media - community management of West Midlands Trains Facebook and Twitter channels via Orlo.
3. Reporting & Insights.

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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: [2022/S 000-012746](#)

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

17 January 2023

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

17 January 2023

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Transport

London

Country

United Kingdom