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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](mailto:mark.ibbs@wmtrains.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKG - West Midlands (England)

#### **Companies House**

09860466

**Internet address(es)**

Main address

<http://www.westmidlandsrailway.co.uk>

**I.6) Main activity**

Railway services

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**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](http://www.londonnorthwesternrailway.co.uk)

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

West Midlands.

[www.westmidlandsrailway.co.uk](http://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

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## **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](#)

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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**

17 January 2023

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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**

17 January 2023

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## **Section VI. Complementary information**

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

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

Department for Transport

London

Country

United Kingdom