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Contract

## **GTR Marketing Media Tender**

Govia Thameslink Railway Limited

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-002572

Procurement identifier (OCID): ocds-h6vhtk-03f963

Published 25 January 2024, 12:07pm

### **Section I: Contracting entity**

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

Govia Thameslink Railway Limited

41-51 Grey Street

Newcastle upon Tyne

NE1 6EE

#### **Contact**

Carl Baker

#### **Email**

[carl.baker@gtrailway.com](mailto:carl.baker@gtrailway.com)

#### **Telephone**

+44 7510477677

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://qtrainway.com/>

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

GTR Marketing Media Tender

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

- 79340000 - Advertising and marketing services

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

Services

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

The procurement adopted a restricted procedure format and resulted in the award of a contract to the service provider that submitted the Most Economically Advantageous Tender. A contract notice was published to the Find a Tender service via the Delta e-sourcing portal. The Contract has been awarded for a duration of 51 months with optional extension provisions.

#### **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: £20,190,000

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

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

The following approach was undertaken: The procurement adopted a restricted procedure format run in accordance with the Utilities Contracts Regulations 2016. The procurement included two stages, a selection questionnaire (SQ) stage and then an invitation to tender (ITT) stage. A contract notice was published to the Find a Tender service via the Delta e-sourcing portal. The Contract was awarded to the service provider that submitted the Most Economically Advantageous Tender. The Contract has been awarded for a duration of 51 months with optional extension provisions.

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

Quality criterion - Name: Quality / Weighting: 50

Cost criterion - Name: Price / Weighting: 50

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

Options: Yes

Description of options

GTR has a unilateral right to extend the contract by up to 36 months beyond the Initial Term (Optional Extension).

## **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**

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: [2023/S 000-025942](#)

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

### **Contract No**

GTR689

### **Title**

Marketing Media Services

A contract/lot is awarded: Yes

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

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

17 January 2024

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

Number of tenders received: 5

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

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

MSIX Communications Limited

The Charlotte Building, 17 Gresse Street, Number 6, Evelyn Yard Entrance

London

W1T 1QL

Email

[info@msixandpartners.com](mailto:info@msixandpartners.com)

Telephone

+44 2070799800

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06665820

Internet address

<https://www.msixandpartners.com/united-kingdom>

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: £20,190,000

Total value of the contract/lot: £20,190,000

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## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=837863610>

GO Reference: GO-2024125-PRO-25042508

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

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

High Court of England & Wales

The Rolls Building, Fetter Lane

London

EC4A

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

Govia Thameslink Railway Limited

41-51 Grey Street

Newcastle upon Tyne

NE1 6EE

Country

United Kingdom

