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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

Telephone

+44 7510477677

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://gtrainway.com/>

I.6) Main activity

Railway services

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

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](#)

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

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

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