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Tender

Provision of Marketing Analytical Services

FIRST MTR SOUTH WESTERN TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2023/S 000-005865

Procurement identifier (OCID): ocds-h6vhtk-03ace5

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Section I: Contracting entity

I.1) Name and addresses

FIRST MTR SOUTH WESTERN TRAINS LIMITED

8th Floor, The Point, 37 North Wharf Road

LONDON

W21AF

Contact

Tony Brabander

Email

ProcurementandContracts@swrailway.com

Telephone

+44 7790884849

Country

United Kingdom

Region code

UKI32 - Westminster

Companies House

07900320

Internet address(es)

Main address

<https://www.southwesternrailway.com/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://redirect.transaxions.com/events/qv5Xd>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://s2c-uk62.waxdigital.com/FirstGroupPlc/SignIn.aspx>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Marketing Analytical Services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The SWR Marketing department have two main components for this tender. There is CPD and CRM which both have the own requirement. This tender is also looking to future proof our requirement and will contain an element of innovation.

SWR's main objective with this tender is to contract with a successful Supplier, covering all Services in this document and acting as our Marketing and Analytical service provider. The Services provided will encapsulate analytical, data and media support services

- Data - Provision of 3rd party data source to compliantly increase reach.
- Analysis - Supporting the build of user cases.
- Strategy - CRM and Media strategy support to identify key opportunities across both digital and direct ecosystems.

SWR is currently in contract with a provider for these Services, which are due to expire 30 September 2023. The table in section 7 below outlines our projected timescales from tender, award and contract implementation. The Supplier will need to take into consideration these timescales when submitting their tender submission.

The awarded contract will be for three (3) years plus the option to renew yearly for a further two years.

The proposed contract will be our Goods & Services Agreement with amended clauses.

II.1.5) Estimated total value

Value excluding VAT: £1,600,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72313000 - Data capture services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

The Services provided will encapsulate analytical, data and media support services

- Data - Provision of 3rd party data source to compliantly increase reach.
- Analysis - Supporting the build of user cases.
- Strategy - CRM and Media strategy support to identify key opportunities across both digital and direct ecosystems.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

There will be a built in 12 month extension for 2 consecutive years

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.2.2) Time limit for receipt of tenders or requests to participate

Date

31 March 2023

Local time

4:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

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London

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