

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/008173-2022>

Tender

## **Appointment of Strategic Creative Agency - HS2 Engineering Communication**

FIRST TRENITALIA WEST COAST RAIL LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-008173

Procurement identifier (OCID): ocids-h6vhtk-032687

Published 25 March 2022, 3:06pm

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

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

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor, The Point, 37 North Wharf Road

London

W2 1AF

#### **Contact**

Ruchiie Sehdev

#### **Email**

[ruchiie.sehdev@avantiwestcoast.co.uk](mailto:ruchiie.sehdev@avantiwestcoast.co.uk)

#### **Telephone**

+44 7773732843

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.avantiwestcoast.co.uk/>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/9e3l3>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/9e3l3>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Railway services

---

## **Section II: Object**

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

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

Appointment of Strategic Creative Agency - HS2 Engineering Communication

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

- 79340000 - Advertising and marketing services

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

Services

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

Hi-level Scope of tender

1. The project will cover the development (on-going), production and delivery of the West Coast Upgrades communications strategy.
2. This should also include account and project management, strategic development, creative development, social media management and bespoke website development and maintenance.
3. Campaigns will require a flexible approach to engineering comms projects, defining comms categories and identifying channels for maximum impact (that will optimise impact of the existing West Coast Upgrades brand style).
4. Ongoing creative work to support the wider media plan (delivered through our media agency).
5. Ongoing maintenance and support, including user stats, for the bespoke website and app and its new end to end journey planner functionality. The website is: [westcoastupgrades.co.uk](http://westcoastupgrades.co.uk)
6. Measurement - working with our internal Insight team and external stakeholders, such as Transport Focus etc., to review and improve communications, based on research, throughout the contract period.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

Hi-level Scope of tender

1. The project will cover the development (on-going), production and delivery of the West Coast Upgrades communications strategy.
2. This should also include account and project management, strategic development, creative development, social media management and bespoke website development and maintenance.
3. Campaigns will require a flexible approach to engineering comms projects, defining comms categories and identifying channels for maximum impact (that will optimise impact of the existing West Coast Upgrades brand style).
4. Ongoing creative work to support the wider media plan (delivered through our media agency).
5. Ongoing maintenance and support, including user stats, for the bespoke website and app and its new end to end journey planner functionality. The website is: [westcoastupgrades.co.uk](http://westcoastupgrades.co.uk)
6. Measurement - working with our internal Insight team and external stakeholders, such as Transport Focus etc., to review and improve communications, based on research, throughout the contract period.

### **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

This contract is subject to renewal

Yes

Description of renewals

This contract will be awarded as a two-year contract from 1st Sep 2022 to 31st August 2024, with the option to extend up to a two-year period taking the contract to 31st August 2026.

#### **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

---

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **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

24 April 2022

Local time

4:00pm

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

English

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

FIRST TRENITALIA WEST COAST RAIL LIMITED

London

Country

United Kingdom