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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

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/9e313>

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/9e313>

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
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

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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