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Tender

## **Digital Marketing Services – Paid Social Media Advertising**

Northern Trains Limited

F05: Contract notice – utilities

Notice identifier: 2023/S 000-008220

Procurement identifier (OCID): ocds-h6vhtk-03b4d9

Published 21 March 2023, 4:41pm

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

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **Contact**

Steve Bolton

#### **Email**

[steve.bolton@northernrailway.co.uk](mailto:steve.bolton@northernrailway.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)

Buyer's address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)

**I.3) Communication**

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

<https://in-tendhost.co.uk/northernrailway.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/northernrailway.aspx/Home>

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

**I.6) Main activity**

Railway services

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Digital Marketing Services – Paid Social Media Advertising

Reference number

NTL/PT/0053

#### II.1.2) Main CPV code

- 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Northern Trains Limited (Northern) are looking for an Agency partner to provide Paid Social Media Advertising services to raise awareness of Northern and drive traffic to the Northern website: <https://www.northernrailway.co.uk/> and the Northern app. Northern are a rail company who encourage Leisure and Commuter customers to "Go Do Their Thing" across the North of England. In a typical year, Northern operates a mix of brand-led, seasonal, and tactical campaigns, utilising the sophisticated pricing, targeting and customer persona data at its disposal. Northern is the largest rail company in the North of England, carrying 1 million passengers daily to over 540 destinations. With a fleet of new and refurbished trains, a pipeline of innovations across the entire customer journey and recent gains in brand measures, Northern has fertile ground for growth and a compelling story to tell. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering

#### II.1.5) Estimated total value

Value excluding VAT: £1,200,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

**II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

Northern Trains Limited (Northern) are looking for an Agency partner to provide Paid Social Media Advertising services to raise awareness of Northern and drive traffic to the Northern website: <https://www.northernrailway.co.uk/> and the Northern app. Northern are a rail company who encourage Leisure and Commuter customers to "Go Do Their Thing" across the North of England. In a typical year, Northern operates a mix of brand-led, seasonal, and tactical campaigns, utilising the sophisticated pricing, targeting and customer persona data at its disposal. Northern is the largest rail company in the North of England, carrying 1 million passengers daily to over 540 destinations. With a fleet of new and refurbished trains, a pipeline of innovations across the entire customer journey and recent gains in brand measures, Northern has fertile ground for growth and a compelling story to tell. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking. In addition to asking all those things of us.

**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

24

This contract is subject to renewal

Yes

Description of renewals

Refer to tender documentation.

### **II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 3

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

Variants will be accepted: No

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

Options: No

### **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 III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.1.4) Objective rules and criteria for participation**

List and brief description of rules and criteria

Please see Tender documents.

#### **III.1.6) Deposits and guarantees required**

NA

#### **III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Refer to tender documentation.

## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **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 2023

Local time

12:00pm

#### **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: Yes

### **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**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom

Internet address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)