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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

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.northernrailway.co.uk

Buyer's address

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

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

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

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