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Not applicable

Creative Services, Media Planning & Buying and Search Engine Optimisation

Transpennine Trains Limited

F14: Notice for changes or additional information

Notice identifier: 2026/S 000-008695

Procurement identifier (OCID): ocds-h6vhtk-03fb9

Published 30 January 2026, 9:05pm

Section I: Contracting authority/entity

I.1) Name and addresses

Transpennine Trains Limited

Bridgewater House, 58-60 Whitworth Street

Manchester

M1 6LT

Contact

Ahmed Akram

Email

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Telephone

+44 3300954077

Country

United Kingdom

Region code

UKD33 - Manchester

Internet address(es)

Main address

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Services, Media Planning & Buying and Search Engine Optimisation

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

There will be three Lots to this procurement: 1. Creative Services - development and delivery of integrated through-the-line marketing campaigns. The detail of such campaigns will be defined in a brief with the ITN. 2. Media Planning & Buying - •High-level media buying strategy, aligning the media approach to holistic business priorities and specific marketing objectives. •Tactical channel planning, across both Above The Line and Below The Line channels, with the ability to engage audiences across multiple touch points. •Campaign analysis and evaluation, enabling campaign delivery to be monitored, thereby ensuring an optimal approach and best return for the client. 3. Search Engine Optimisation - plan and support the implementation of TPE's SEO strategy which covers content optimisation, technical SEO and backlinks. Please refer to the attached Memorandum of Information.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2023/S 000-026886](#)

Section VII. Changes

VII.1) Information to be changed or added

VII.1.2) Text to be corrected in the original notice

Section number

II.1.5

Place of text to be modified

Value excluding VAT: £14,000,000

Instead of

Text

Value excluding VAT: £14,000,000

Read

Text

Value Excluding VAT: £21,000,000

Section number

II.2.6

Lot No

2

Place of text to be modified

Value excluding VAT: £10,000,000

Instead of

Text

Value excluding VAT: £10,000,000

Read

Text

Value excluding VAT: £17,000,000

Section number

V.1

Place of text to be modified

A contract/lot is awarded: No five.1) Information on non-awardV.1) Information on non-award The contract/lot is not awarded Other reasons (discontinuation of procedure)

Instead of

Text

A contract/lot is awarded: No five.1) Information on non-awardV.1) Information on non-award The contract/lot is not awarded Other reasons (discontinuation of procedure)

Read

Text

A contract/lot 1 is awarded to: VCCP A contract/Lot 2 is awarded to: Wavemaker A contract/lot 3 is awarded to: McCann

VII.2) Other additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1010889399> GO
Reference: GO-2026130-PRO-34456035