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Tender

## **EMR/MH/001 Digital Media**

ABELLIO EAST MIDLANDS LIMITED

F05: Contract notice – utilities

Notice identifier: 2023/S 000-010050

Procurement identifier (OCID): ocds-h6vhtk-03bd08

Published 5 April 2023, 6:51pm

The closing date and time has been changed to:

**9 May 2023, 11:00am**

See the [change notice](#).

## **Section I: Contracting entity**

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

ABELLIO EAST MIDLANDS LIMITED

2nd Floor St Andrew's House, 18-20 St Andrew Street

LONDON

EC4A3AG

### **Contact**

Joanne Etchells

### **Email**

[joanne.etchells@eastmidlandsrailway.co.uk](mailto:joanne.etchells@eastmidlandsrailway.co.uk)

**Telephone**

+44 7796995530

**Country**

United Kingdom

**Region code**

UKF - East Midlands (England)

**Companies House**

09860485

**Internet address(es)**

Main address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<http://redirect.transaxions.com/events/f0er4>

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/f0er4>

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

EMR/MH/001 Digital Media

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

- 79340000 - Advertising and marketing services

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

Services

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

Looking for a long term strategic digital media planning and buying agency. Looking for an agency that can help us deliver against our stretching revenue targets through reaching new audiences as well as driving efficiencies to maximise the revenue return of our digital media investment. You will work closely with our other media, creative and measurement agencies to ensure delivering joined up response to briefs and effective delivery.

#### **II.1.5) Estimated total value**

Value excluding VAT: £600,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKF - East Midlands (England)

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

Looking for a long term strategic digital media planning and buying agency. Looking for an agency that can help us deliver against our stretching revenue targets through reaching new audiences as well as driving efficiencies to maximise the revenue return of our digital media investment. You will work closely with our other media, creative and measurement agencies to ensure delivering joined up response to briefs and effective delivery.

#### **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**

Start date

1 August 2023

This contract is subject to renewal

No

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

Variants will be accepted: No

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

Options: No

#### **II.2.14) Additional information**

To register your interest in this notice you should submit an expression of interest via the Procurement portal shown within this notice and request a copy of the PQQ which is to be submitted by the date shown in IV.2.2

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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

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## **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**

Originally published as:

Date

8 May 2023

Local time

11:00am

Changed to:

Date

9 May 2023

Local time

11:00am

See the [change notice](#).

**IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

15 May 2023

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

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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## **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**

Abellio East Midlands Railway

London

Country

United Kingdom