

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/012154-2024>

Not applicable

## **Marketing Services for the York Enhanced Bus Partnership**

City of York Council

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-012154

Procurement identifier (OCID): ocids-h6vhtk-042103

Published 15 April 2024, 12:48pm

### **Section I: Contracting authority/entity**

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

City of York Council

West Offices, Station Rise

York

YO1 6GA

#### **Contact**

Georgia Burgess

#### **Email**

[georgia.burgess@york.gov.uk](mailto:georgia.burgess@york.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKE21 - York

**National registration number**

GB 647 3650 22

**Internet address(es)**

Main address

<https://www.york.gov.uk>

Buyer's address

<https://yortender.eu-supply.com/ctm/Company/CompanyInformation/Index/103839>

---

## **Section II: Object**

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

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

Marketing Services for the York Enhanced Bus Partnership

Reference number

81559

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Marketing Services for the York Enhanced Bus Partnership.

City of York Council (the Council) are looking for a creative agency (the Provider) to help us to develop a brand strategy and assets to help deliver a new campaign to promote bus use within York (the Project). The campaign needs to address the whole picture, from choosing how to travel, getting to the bus stop, using the bus, the actual journey and arrival points – a complete circular experience of travel by bus. We will also target specific audiences for those populations where funding is being used to reduce fares.

---

## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2023/S 000-035491](#)

---

## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

Deadline Date amended to 08/01/2024