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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): ocds-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

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