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Tender

## **Marketing Media Buying Framework**

ScotRail Trains Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-012235

Procurement identifier (OCID): ocds-h6vhtk-045264

Published 15 April 2024, 4:33pm

### **Section I: Contracting entity**

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

ScotRail Trains Limited

Atrium Court

Glasgow

G2 6HQ

#### **Contact**

William Maclean

#### **Email**

[william.maclean@scotrail.co.uk](mailto:william.maclean@scotrail.co.uk)

#### **Telephone**

+44 7804976224

#### **Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30589](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Sourcing/DocumentMain.aspx?ProjectId=270&DocumentId=271&ApplicationInstance>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Sourcing/DocumentMain.aspx?ProjectId=270&DocumentId=271&ApplicationInstance>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://scotrail.wax-live.com/S2C/DisplayModules/TradeModules/Negotiations/Sourcing/DocumentMain.aspx?ProjectId=270&DocumentId=271&ApplicationInstance>

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

Marketing Media Buying Framework

Reference number

SR395

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

- 79340000 - Advertising and marketing services

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

Services

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

ScotRail Trains Limited (ScotRail or SRT) are issuing this PQQ to create a single supplier framework for a prospective third party for media buying services to execute the annual marketing calendar, which includes national, local, and tactical campaigns. The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (2+1+1+1).

#### **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

- UKM - Scotland

Main site or place of performance

## Central Belt - Scotland

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

ScotRail Trains Limited (ScotRail or SRT) are issuing this PQQ to create a single supplier framework for a prospective third party for media buying services to execute the annual marketing calendar, which includes national, local, and tactical campaigns. The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (2+1+1+1).

ScotRail will be using the Competitive Procedure with Negotiation for this tender. This procurement route allows the buying organisation to clarify bids with tenderers after their initial bid. The stages are listed below:

1. Pre-Qualification Questionnaire (PQQ, also called a Single Procurement Document / SPD): this is the 'Selection Stage'. Any bidder may submit a PQQ. Bidders submit their PQQ and are evaluated against the selection criteria. It is envisaged that 2 - 5 of the highest scoring Suppliers will be taken through to the Initial Tender stage.
2. Initial Tender (Invitation To Negotiate / ITN): the shortlisted suppliers are requested to submit their initial tender. These are evaluated against the Award Criteria stated in Section 6 of this document.
3. Evaluation: after the evaluation of initial tenders (ITN), ScotRail may decide to award the framework or alternatively, we may negotiate on an equal treatment basis with the bidders.
4. Negotiation: there may be multiple stages of negotiation and we may conduct these in successive stages, reducing the number of bidders per round. We will then inform the remaining bidders when we decide to conclude the negotiations and set a common deadline to submit any new or revised tenders. At the end of this process (which may include a best and final offers stage) we propose to award the contract to the supplier with the most economically advantageous tender using the award criteria in the ITT document.

### **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

This contract is subject to renewal

Yes

Description of renewals

The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (2+1+1+1).

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 2

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

See PQQ documents for full PQQ Selection details. While the PQQ is open to all suppliers, it is envisaged that 2 - 5 of the highest scoring Suppliers at PQQ Stage will be taken through to the ITN stage.

#### **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

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

Please see PQQ document for full details of PQQ process, procedures and Selection. This PQQ is open to all suppliers, with a min of 2 and a max of 5 of the highest scoring suppliers invited to participate in ITN.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

See PQQ regards Turnover and Insurance Requirements.

Three Scored Questions relating to:

1. - Experience and understanding of Scottish Media Market.
2. - Demonstrate Performance Marketing Strategy and Media Buy
3. - Organisational Chart and Team Experience

Minimum level(s) of standards possibly required

Insurance Limits

Turnover for last 3 years

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **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: Yes

**IV.2) Administrative information**

**IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

15 May 2024

Local time

12:00pm

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

30 May 2024

**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**

Tender must be valid until: 13 December 2024



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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

PQQ to be issued for 30 days with Selected Suppliers issued ITN for a further 30 days for completion, with an anticipated Contract Award Date of early August 2024.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=763848](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=763848).

(SC Ref:763848)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Sheriff Court

Glasgow

Country

United Kingdom