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Tender

The Provision of Commercial and Communication Services Framework.

SE TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-014749

Procurement identifier (OCID): ocids-h6vhtk-034043

Published 26 May 2022, 2:02pm

Section I: Contracting entity

I.1) Name and addresses

SE TRAINS LIMITED

Albany House Floor 8,94-98 Petty France

LONDON

SW1H9EA

Contact

Rebecca Bowers

Email

becky.bowers@southeasternrailway.co.uk

Telephone

+44 7772769040

Country

United Kingdom

NUTS code

UKI32 - Westminster

Internet address(es)

Main address

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.smartsurvey.co.uk/s/AQPRJC/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Urban railway, tramway, trolleybus or bus services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The Provision of Commercial and Communication Services Framework.

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

The scope of this procurement activity is to place an overarching Framework which shall support our Communications and Commercial teams.

There are a number of activities required which cover:

- Insights support.
- Print and brand merchandise.
- Internal and External Media campaigns, creative treatment and materials.
- Experiential, promotions and Events.
- Miscellaneous - including but not limited to, staging and equipment hire and support, event room hire etc.
- Digital services.

These areas are pools / Lots, which shall drill down with more specific requirements.

Please note that the contract(s) shall be placed at zero value commitment, and call-offs are to be placed in accordance with the Southeastern Procurement Policy.

This procedure will allow options for any company under DOHL (DfT OLR Holdings) to utilise the services in the future if required, and adequate headroom has been accommodated within the value associated with this notice.

II.1.5) Estimated total value

Value excluding VAT: £3,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Insights

Lot No

1

II.2.2) Additional CPV code(s)

- 79310000 - Market research services
- 79320000 - Public-opinion polling services
- 79330000 - Statistical services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex.

II.2.4) Description of the procurement

Insights and associated services not limited to:

- Econometrics
- Research and survey development

- Segmentation and targeting support

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

II.2) Description

II.2.1) Title

Print and Brand Merchandise

Lot No

2

II.2.2) Additional CPV code(s)

- 22100000 - Printed books, brochures and leaflets

- 22200000 - Newspapers, journals, periodicals and magazines
- 22300000 - Postcards, greeting cards and other printed matter
- 22600000 - Ink

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex

II.2.4) Description of the procurement

Print and brand merchandise including, but not limited to:

- Graphics, design and proofing
- Artwork design and development
- Sourcing of branded and unbranded merchandise

Design and production of collateral flyers, leaflets, posters etc.

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

II.2) Description

II.2.1) Title

Internal and External media campaigns, creative treatment and materials.

Lot No

3

II.2.2) Additional CPV code(s)

- 32320000 - Television and audio-visual equipment
- 32333000 - Video recording or reproducing apparatus
- 79342000 - Marketing services
- 79430000 - Crisis management services
- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex

II.2.4) Description of the procurement

Internal and external media campaigns, creative treatment and materials, not limited to:

- Video/short film and animation development and execution
- Creative "blue sky" thinking sessions, including design and production of assets for media campaigns such as radio, print, digital etc.
- Media access, TV, Radio
- Voiceover
- Message and script support
- Supply of materials to media owners in correct format and specification

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

II.2) Description

II.2.1) Title

Experiential, Promotions and Events

Lot No

4

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79416000 - Public relations services
- 79430000 - Crisis management services
- 79951000 - Seminar organisation services
- 92111210 - Advertising film production
- 92111220 - Advertising video-tape production
- 92111250 - Information film production
- 92111300 - Entertainment film and video-tape production

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex

II.2.4) Description of the procurement

Experiential, Promotions and Events, not limited to:

- Concept creative design, implementation, and event management
- Speaker Support
- Filming and Interviews
- Focus groups for message testing

- Short notice crisis management support / projects
- Filming, interviews, script production and editing of material
- Engagement campaign support (Internal Communications)

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

II.2) Description

II.2.1) Title

Miscellaneous

Lot No

5

II.2.2) Additional CPV code(s)

- 79951000 - Seminar organisation services
- 79952000 - Event services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 79963000 - Photograph restoration, copying and retouching services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex

II.2.4) Description of the procurement

Miscellaneous services, not limited to:

- Staging and equipment hire and support
- Event room hire and hospitality support
- Reward and store voucher supply
- Complimentary giveaways / surprise and delight
- Photography / stock images / visual output e.g. drone footage (subject to approvals).
- Podcast creative, production and distribution

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

II.2) Description

II.2.1) Title

Digital Services

Lot No

6

II.2.2) Additional CPV code(s)

- 30221000 - Digital cadastral maps
- 79342100 - Direct marketing services
- 79342200 - Promotional services
- 79342300 - Customer services
- 79342310 - Customer survey services

- 79342311 - Customer satisfaction survey
- 79342320 - Customer-care services
- 79342321 - Customer-loyalty programme

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

London, Kent and East Sussex

II.2.4) Description of the procurement

Digital Services, not limited to:

- Email marketing
- Social media
- Point to point journey API hosting and support
- Web accessibility plugin software
- UX optimisation audit
- Ongoing accessibility compliance
- Website accessibility standards maintenance
- On board media portal
- Online timetables
- Online live disruption map

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

36

This contract is subject to renewal

Yes

Description of renewals

Options to extend term by up to 2 years

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Options to extend term by up to 2 years

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

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 several operators

Envisaged maximum number of participants to the framework agreement: 2

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: No

IV.2) Administrative information

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

Date

24 June 2022

Local time

12:00pm

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

30 June 2022

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)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Estimated timing for further notices to be published: To be re-tendered every 3 (minimum)

and 5 (maximum) years

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

SE Trains Limited

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

SE Trains Limited

London

Country

United Kingdom