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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](mailto: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

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## **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

- 222000000 - Newspapers, journals, periodicals and magazines
- 223000000 - Postcards, greeting cards and other printed matter
- 226000000 - 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

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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.1.3) 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)

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## **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