

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/020117-2021>

Tender

## **Public Relation Agency Services**

FIRST TRENITALIA WEST COAST RAIL LIMITED

F05: Contract notice – utilities

Notice identifier: 2021/S 000-020117

Procurement identifier (OCID): ocds-h6vhtk-02d604

Published 17 August 2021, 3:48pm

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

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

FIRST TRENITALIA WEST COAST RAIL LIMITED

4th Floor Capital House 25 Chapel Street

London

NW15DH

#### **Contact**

Ruchiie Sehdev

#### **Email**

[ruchiie.sehdev@avantiwestcoast.co.uk](mailto:ruchiie.sehdev@avantiwestcoast.co.uk)

#### **Telephone**

+44 7557487186

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.avantiwestcoast.co.uk](http://www.avantiwestcoast.co.uk)

**I.3) Communication**

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

<http://redirect.transaxions.com/events/bgH6I>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/bgH6I>

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

**I.6) Main activity**

Railway services

## **Section II: Object**

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

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

Public Relation Agency Services

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

- 79416000 - Public relations services

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

Services

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

Provision of PR Agency services to support Avanti West Coast PR team in delivering engaging PR campaigns to improve brand awareness and love as well as contribute towards Avanti West Coast obligations of public and media relations including publicising philanthropy, charity and community-based schemes.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,920,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The PR agency is required to support the Avanti West Coast team with industry insights, trends and measurements to ensure that we deliver best-practice and cutting-edge work. Additionally, the agency will also be on hand to support any consumer media sell in and reactive work, as and when required.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,920,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

We are working towards appointing a PR agency from 1st April 2022, for a 2+2 contractual option i.e. 2 years fixed period (24 months) with an option to extend for up to additional 2 years (up to 24 months) . This will take the shortlisted agency potentially up to 31st March 2026.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **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

21 September 2021

Local time

3:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

---

## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

FIRST TRENITALIA WEST COAST RAIL LIMITED

4th Floor Capital House, 25 Chapel Street

London

Email

[ruchi.sehdev@avantiwestcoast.co.uk](mailto:ruchi.sehdev@avantiwestcoast.co.uk)

Country

United Kingdom