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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

Telephone

+44 7557487186

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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/bgH6l

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

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