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Contract

## Media Planning and Buying

London North Eastern Railway Ltd.

F06: Contract award notice – utilities Notice identifier: 2023/S 000-021489

Procurement identifier (OCID): ocds-h6vhtk-038b40

Published 25 July 2023, 2:22pm

## **Section I: Contracting entity**

## I.1) Name and addresses

London North Eastern Railway Ltd.

York

#### **Email**

Bianca.Loftus@Iner.co.uk

#### Country

**United Kingdom** 

#### Region code

UK - United Kingdom

#### Internet address(es)

Main address

www.lner.co.uk

## I.6) Main activity

## Railway services

## **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

Media Planning and Buying

Reference number

DN1528

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

## II.1.4) Short description

Plan media strategies and / or buy media inventory and / or advertising space across the full

marketing mix

#### II.1.6) Information about lots

This contract is divided into lots: Yes

## II.2) Description

## II.2.1) Title

Media Planning

Lot No

1

#### II.2.2) Additional CPV code(s)

• 79340000 - Advertising and marketing services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

Plan media strategies and / or buy media inventory and / or advertising space across the full

marketing mix

#### 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) Description

#### II.2.1) Title

Media Buying

Lot No

2

#### II.2.2) Additional CPV code(s)

• 79340000 - Advertising and marketing services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

Buy media inventory and / or advertising space across the full marketing mix

#### 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

## 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.2.1) Previous publication concerning this procedure

Notice number: <u>2022/S 000-034568</u>

# IV.2.9) Information about termination of call for competition in the form of a periodic indicative notice

The contracting entity will not award any further contracts based on the above periodic indicative notice

## **Section V. Award of contract**

## **Contract No**

1

## **Lot No**

1

#### **Title**

Media Planning

A contract/lot is awarded: Yes

## V.2) Award of contract

## V.2.1) Date of conclusion of the contract

23 July 2023

## Section V. Award of contract

#### **Contract No**

1

#### Lot No

2

#### **Title**

Media Buying

A contract/lot is awarded: Yes

## V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 July 2023

## **Section VI. Complementary information**

## VI.4) Procedures for review

VI.4.1) Review body

London North Eastern Railway Limited

York

Country

**United Kingdom**