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Contract

Marketing: Creative Services Framework

ScotRail Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-022361

Procurement identifier (OCID): ocds-h6vhtk-0405f9

Published 18 July 2024, 4:29pm

Section I: Contracting entity

I.1) Name and addresses

ScotRail Trains Limited

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

Email

fergus.martin@scotrail.co.uk

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing: Creative Services Framework

Reference number

SR138

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

ScotRail is tendering for a single supplier framework, for creative advertising services. Services include: brand strategy, campaign planning, creative development and production.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79952000 - Event services
- 92111000 - Motion picture and video production services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

ScotRail is seeking to appoint a creative agency to support a calendar of revenue-driving marketing campaigns. Services include: brand strategy, campaign planning, creative development and production. The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (i.e. 5 years in total).

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.2.14) Additional information

As per the contract notice, this framework will be used predominantly by ScotRail Trains Limited but is available to use by Scottish Rail Holdings and their group companies.

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

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-028595](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 July 2024

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Cello Signal Ltd (T/A Leith Agency)

86/2 Commercial Quay, Commercial Street

Edinburgh

EH6 6LX

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

Section VI. Complementary information

VI.3) Additional information

The framework agreement is predominantly for use of ScotRail Trains Limited, but will be available for use by Scottish Rail Holdings (company no. SC 548826) and their group companies also.

(SC Ref:772891)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court and Justice of the Peace Court

Glasgow

Country

United Kingdom