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Tender

# **Provision of Creative Marketing Services For GWR**

#### FIRST GREATER WESTERN LIMITED

F05: Contract notice - utilities

Notice identifier: 2023/S 000-022381

Procurement identifier (OCID): ocds-h6vhtk-03ec30

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## **Section I: Contracting entity**

## I.1) Name and addresses

FIRST GREATER WESTERN LIMITED

Milford House,1 Milford Street

**SWINDON** 

SN11HL

#### Contact

**Rosalind Carter** 

#### **Email**

rosalind.carter@gwr.com

#### **Telephone**

+44 7970308429

#### Country

**United Kingdom** 

Region code

UKK14 - Swindon

**Companies House** 

0511733

Internet address(es)

Main address

https://gwr.com/

Buyer's address

https://procurement.gwr.com/

## I.3) Communication

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

https://procurement.gwr.com/

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://procurement.gwr.com/

## I.6) Main activity

Railway services

## **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

Provision of Creative Marketing Services For GWR

Reference number

FX820 - GWR - Creative Marketing Services

#### II.1.2) Main CPV code

• 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Advertising and Marketing Services

#### II.1.5) Estimated total value

Value excluding VAT: £1,000,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

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

- 79340000 Advertising and marketing services
  - QA01 For broadcast advertising
  - QA02 For advertising on radio
  - QA03 For advertising on television
  - QA04 For advertising on the Internet
  - QA05 For advertising in cinemas

- QA06 For advertising in newspapers
- QA07 For advertising in magazines
- QA08 For advertising on posters

#### II.2.3) Place of performance

**NUTS** codes

UKK - South West (England)

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

GWR is looking to re-evaluate its agency relationships and seeks to appoint a single contractor for

the provision of Brand and Regional/Tactical creative marketing services.

This is a rare and exciting opportunity to become the lead creative and strategic agency partner for a

train operating company that stands out from its competitors and is aiming to lead the charge over

the next couple of years with big ambitions to drive revenue, recovery, and brand fame.

GWR want to be the train operator that bucks the trend in the world of rail, implementing best-inclass travel marketing communications that excites customers to get on board and experience our

world-class network.

We also want to increase creative, strategic, and cost coherence through-the-line by aligning the

provision of creative marketing services in respect to strategic creative (brand) marketing and

regional/tactical marketing.

#### 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: £1,000,000

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

Start date

1 April 2024

End date

21 June 2025

This contract is subject to renewal

Yes

Description of renewals

Possible extension periods (+1+1+1 yr)

## II.2.10) Information about variants

Variants will be accepted: No

### II.2.11) Information about options

Options: Yes

Description of options

+1+1+1 year extension periods

## Section IV. Procedure

## **IV.1) Description**

#### IV.1.1) Type of procedure

Restricted procedure

#### 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 a single operator

#### 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

31 August 2023

#### 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 Greater Western Limited

Swindon

Country

**United Kingdom**