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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

Published 1 August 2023, 5:13pm

### **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](mailto: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

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## **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-in-class 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

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## **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

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## **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