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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-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

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