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Not applicable

Appointment of Strategic Creative Agency - HS2 Engineering Communication

FIRST TRENITALIA WEST COAST RAIL LIMITED

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-024161

Procurement identifier (OCID): ocds-h6vhtk-032687

Published 30 August 2022, 1:44pm

Section I: Contracting authority/entity

I.1) Name and addresses

FIRST TRENITALIA WEST COAST RAIL LIMITED

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London

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Country

United Kingdom

Region code

UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Appointment of Strategic Creative Agency - HS2 Engineering Communication

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Hi-level Scope of tender

1. The project will cover the development (on-going), production and delivery of the West Coast Upgrades communications strategy.
2. This should also include account and project management, strategic development, creative development, social media management and bespoke website development and maintenance.
3. Campaigns will require a flexible approach to engineering comms projects, defining comms categories and identifying channels for maximum impact (that will optimise impact of the existing West Coast Upgrades brand style).
4. Ongoing creative work to support the wider media plan (delivered through our media agency).
5. Ongoing maintenance and support, including user stats, for the bespoke website and app and its new end to end journey planner functionality. The website is: westcoastupgrades.co.uk
6. Measurement - working with our internal Insight team and external stakeholders, such as Transport Focus etc., to review and improve communications, based on research, throughout the contract period.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2022/S 000-008173](#)

Section VII. Changes

VII.1) Information to be changed or added

VII.2) Other additional information

Dear Tenderer,

We are writing to update you on this tender process (OJEU Notice Reference No. 2022/S 000-008173).

Unfortunately, AWC has taken the decision not to award a contract as a result of this procurement, has accordingly cancelled the procurement process.

We appreciate that the above decision will come as a disappointment and we would like to thank you for the time and effort you put into submitting your ITT responses.