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Tender

GTR Marketing Media Tender

Govia Thameslink Railway Limited

F05: Contract notice – utilities

Notice identifier: 2023/S 000-025942

Procurement identifier (OCID): ocds-h6vhtk-03f963

Published 1 September 2023, 7:06pm

Section I: Contracting entity

I.1) Name and addresses

Govia Thameslink Railway Limited

41-51 Grey Street

Newcastle upon Tyne

NE1 6EE

Contact

Andrew Thompson

Email

andrew.thompson2@capita.com

Telephone

+44 7510477677

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://gtrainway.com/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Newcastle-upon-Tyne:-Advertising-and-marketing-services./G92D7NYK4U>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.delta-esourcing.com

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.delta-esourcing.com

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

GTR Marketing Media Tender

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

GTR is seeking to competitively procure a supplier to provide marketing communication services, including the provision of a media strategy, digital strategy, media planning and buying, PPC and SEO services, alongside associated insight, data and analytics services to effectively interpret and review performance. The purpose of the Procurement is to select a supplier to deliver marketing media services and to ensure: - Alignment to GTR's vision/values/strategic pillars; - Adherence to robust SLAs (Service Level Agreements) /KPIs (Key Performance Indicators) to drive the right behaviours; - Guarantee an increased Return on Investment (ROI); and - Delivery of efficiencies.

II.1.5) Estimated total value

Value excluding VAT: £20,190,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

GTR is seeking to competitively procure a supplier to provide marketing communication services, including the provision of a media strategy, digital strategy, media planning and buying, PPC and SEO services, alongside associated insight, data and analytics services to effectively interpret and review performance. The purpose of the Procurement is to select a supplier to deliver marketing media services and to ensure: - Alignment to GTR's vision/values/strategic pillars; - Adherence to robust SLAs (Service Level Agreements) /KPIs (Key Performance Indicators) to drive the right behaviours; - Guarantee an increased Return on Investment (ROI) and - Delivery of efficiencies.

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: £19,000,000

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

Duration in months

51

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Inclusion of SLA and KPIs in contract terms.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

14 November 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Newcastle-upon-Tyne:-Advertising-and-marketing-services./G92D7NYK4U>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/G92D7NYK4U>

GO Reference: GO-202391-PRO-23780490

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

, Strand

London

WC2A 2LL

Country

United Kingdom