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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](mailto:andrew.thompson2@capita.com)

#### **Telephone**

+44 7510477677

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://qtrainway.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](http://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](http://www.delta-esourcing.com)

**I.6) Main activity**

Railway services

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## **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

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## **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.

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## **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)

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## **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