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Tender

Provision of Creative Marketing Agency services for TPE and the Transpennine Route Upgrade project

Transpennine Express

F05: Contract notice – utilities

Notice identifier: 2021/S 000-026540

Procurement identifier (OCID): ocds-h6vhtk-02ef19

Published 22 October 2021, 3:07pm

The closing date and time has been changed to:

25 November 2021 - no time specified

See the [change notice](#).

Section I: Contracting entity

I.1) Name and addresses

Transpennine Express

7th floor Bridgewater House

Manchester

M1 6LT

Contact

Annalisha Noel

Email

procurement.services@tpexpress.co.uk

Country

United Kingdom

NUTS code

UKD - North West (England)

Internet address(es)

Main address

www.tpexpress.co.uk

I.3) Communication

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

<https://s2c-uk62.waxdigital.com/FirstGroupPlc/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx?ApplicationInstanceId=27adc89e-0cb2-4b51-9bc1-34061f10156f>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://s2c-uk62.waxdigital.com/FirstGroupPlc/DisplayModules/TradeModules/Negotiations/Opportunities/ListEvents.aspx?ApplicationInstanceId=27adc89e-0cb2-4b51-9bc1-34061f10156f>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Creative Marketing Agency services for TPE and the Transpennine Route Upgrade project

II.1.2) Main CPV code

- 63711000 - Support services for railway transport

II.1.3) Type of contract

Services

II.1.4) Short description

Campaign Development & Delivery

The Agency will be responsible for development and delivery of integrated through-the-line marketing campaigns for the Client to meet a written set of agreed KPIs and objectives. The detail of such campaigns will be defined in a brief with the ITN and subsequent Scope of Work. Work will include, but is not limited to:

- Transpennine Route Upgrade (TRU) - as the primary customer-facing beneficiary of the Transpennine Route Upgrade, train-operator TransPennine Express has a unique responsibility to lead the programme's marketing activity, working collaboratively with Rail North Partnership, Network Rail and Northern. This is a new brief for a powerful consumer marketing campaign to promote the improvements and the Agency will take the high-level campaign narrative and neutral brand which is currently being worked on and develop it into a marketing campaign to launch in Spring 2022. TransPennine Express revenue recovery/generating marketing campaigns. TransPennine Express has a successful brand campaign that we want to build on and explore the characters in more detail. We will be looking for the Agency to support us in evolving this brand campaign concept. TransPennine Express also runs other smaller, tactical and reactive campaigns throughout the year.

II.1.5) Estimated total value

Value excluding VAT: £2,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKD - North West (England)

II.2.4) Description of the procurement

The Agency will be responsible for development and delivery of integrated through-the-line marketing campaigns for the Client to meet a written set of agreed KPIs and objectives.

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: £2,500,000

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

Start date

1 March 2022

End date

1 March 2023

This contract is subject to renewal

Yes

Description of renewals

within the same remit

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

Originally published as:

Date

22 November 2022

Changed to:

Date

25 November 2021

See the [change notice](#).

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

Transpennine Express

Manchester

M1 6LT

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procurement.services@tpexpress.co.uk

Country

United Kingdom