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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): ocids-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](mailto:procurement.services@tpexpress.co.uk)

**Country**

United Kingdom

**NUTS code**

UKD - North West (England)

**Internet address(es)**

Main address

[www.tpexpress.co.uk](http://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

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**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

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## **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

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## **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

Email

[procurement.services@tpexpress.co.uk](mailto:procurement.services@tpexpress.co.uk)

Country

United Kingdom