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Tender

EMR/MH/002/Luton Airport Express Media

ABELLIO EAST MIDLANDS LIMITED

F05: Contract notice – utilities

Notice identifier: 2023/S 000-026699

Procurement identifier (OCID): ocds-h6vhtk-03fb66

Published 8 September 2023, 4:20pm

Section I: Contracting entity

I.1) Name and addresses

ABELLIO EAST MIDLANDS LIMITED

2nd Floor St Andrew's House, 18-20 St Andrew Street

LONDON

EC4A3AG

Contact

Matt Holt

Email

matt.holt@eastmidlandsrailway.co.uk

Country

United Kingdom

Region code

UKF - East Midlands (England)

Companies House

09860485

Internet address(es)

Main address

www.eastmidlandsrailway.co.uk

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/ctuv1>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/ctuv1>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

EMR/MH/002/Luton Airport Express Media

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

We are looking for one multi-channel media agency that can successfully deliver above the line (ATL) media channels as well as digital performance channels including digital display and PPC activity for our 'Luton Airport Express' brand. By working with one agency across all disciplines we would like to understand the efficiencies and actionable insight this can bring to plans. We are looking for an agency of driven, organised individuals that are continually keeping up with the latest success factors and digital landscape.

II.1.5) Estimated total value

Value excluding VAT: £1,400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKF - East Midlands (England)

II.2.4) Description of the procurement

We are looking for one multi-channel media agency that can successfully deliver above the line (ATL) media channels as well as digital performance channels including digital

display and PPC activity for our 'Luton Airport Express' brand. By working with one agency across all disciplines we would like to understand the efficiencies and actionable insight this can bring to plans. We are looking for an agency of driven, organised individuals that are continually keeping up with the latest success factors and digital landscape.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

1 February 2024

End date

31 March 2026

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.2.14) Additional information

To register your interest in this notice you should submit an expression of interest via the Procurement portal shown within this notice and request a copy of the PQQ which is to be submitted by the date shown in IV.2.2.

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

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

Date

9 October 2023

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

16 October 2023

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: 3 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Abellio East Midlands Railway

London

Country

United Kingdom