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Tender

Marketing: Creative Services Framework

ScotRail Trains Limited

F05: Contract notice – utilities

Notice identifier: 2023/S 000-028595

Procurement identifier (OCID): ocds-h6vhtk-0405f9

Published 28 September 2023, 11:21am

Section I: Contracting entity

I.1) Name and addresses

ScotRail Trains Limited

Atrium Court, , 50 Waterloo Street

Glasgow

G2 6HQ

Email

fergus.martin@scotrail.co.uk

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<https://www.scotrail.co.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30589

I.3) Communication

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

<https://scotrail.wax-live.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://scotrail.wax-live.com/>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing: Creative Services Framework

Reference number

SR138

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

ScotRail is tendering for a single supplier framework, for creative advertising services. Services include: brand strategy, campaign planning, creative development and production.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services
- 79340000 - Advertising and marketing services
- 79952000 - Event services
- 92111000 - Motion picture and video production services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

ScotRail is seeking to appoint a creative agency to support a calendar of revenue-driving marketing campaigns. Services include: brand strategy, campaign planning, creative development and production. The proposed term of the framework is 2 years initially, with the option to extend for 3 further 12-month periods (i.e. 5 years in total).

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

It is intended that the initial term be 2 years, with the option to extend for a further 3 x 12 month periods (5 years in total).

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 4

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

30 October 2023

Local time

12:00pm

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

8 November 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: 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.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Procurement documents can be accessed via the Wax Portal: <https://scotrail.wax-live.com/>

The title of the PQQ is "SR138 - Marketing: Creative Agency PQQ".

The framework agreement is predominantly for use of ScotRail Trains Limited, but will be available for use by the Scottish Rail Holdings (company no. SC 548826) also.

(SC Ref:745952)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court and Justice of the Peace Court

Glasgow

Country

United Kingdom