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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](mailto: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](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

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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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.3) 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)

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## **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