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Tender

## **Marketing Agency Services**

Rail Safety and Standards Board

F02: Contract notice

Notice identifier: 2024/S 000-029374

Procurement identifier (OCID): ocds-h6vhtk-049aae

Published 13 September 2024, 12:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Rail Safety and Standards Board

The Helicon, 1 South Place

London

EC2M 2RB

#### **Contact**

Phil Evans

#### **Email**

[phil.evans@rssb.co.uk](mailto:phil.evans@rssb.co.uk)

#### **Telephone**

+44 2031425651

**Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

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

**I.3) Communication**

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./69PQ4U7RCN>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./69PQ4U7RCN>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Other type

Not for profit

**I.5) Main activity**

Other activity

Rail safety and standards

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing Agency Services

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

RSSB is looking to secure an integrated marketing agency to help in the development of a range of promotional sources from fully integrated brand campaigns, specific campaigns covering one-off projects to small ad hoc projects covering a variety of deliverables.

#### **II.1.5) Estimated total value**

Value excluding VAT: £600,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

## **II.2.4) Description of the procurement**

RSSB is looking to secure an integrated marketing agency to help in the development of a range of promotional sources from fully integrated brand campaigns, specific campaigns covering one-off projects to small ad hoc projects covering a variety of deliverables.

## **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: £600,000

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

Duration in months

48

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.2.13) 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 IV. Procedure**

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

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

Open procedure

#### **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

14 October 2024

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

14 October 2024

Local time

3:00pm

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://rssb.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./69PQ4U7RCN>

To respond to this opportunity, please click here:

<https://rssb.delta-esourcing.com/respond/69PQ4U7RCN>

GO Reference: GO-2024913-PRO-27702178

### VI.4) Procedures for review

#### VI.4.1) Review body

Rail Safety and Standards Board

The Helicon, 1 South Place

London

EC2M 2RB

Country

United Kingdom