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Contract

## **Procurement of Media Services**

Southeastern Railway

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-030697

Procurement identifier (OCID): ocds-h6vhtk-0451de

Published 25 September 2024, 7:05pm

### **Section I: Contracting entity**

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

Southeastern Railway

4 More London Riverside

London

SE1 2AU

#### **Contact**

Tim Stockford

#### **Email**

[Tim.Stockford@Southeasternrailway.co.uk](mailto:Tim.Stockford@Southeasternrailway.co.uk)

#### **Telephone**

+44 7977272834

#### **Country**

United Kingdom

**Region code**

UKI31 - Camden and City of London

**Internet address(es)**

Main address

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

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

Procurement of Media Services

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

- 79340000 - Advertising and marketing services

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

Services

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

Southeastern published a tender with the objective of procuring a supplier for the provision of media services. The procurement adopted a restricted procedure format and resulted in the award of a contract to the service provider that submitted the Most Economically Advantageous Tender. A contract notice was published to the Find a Tender service via the Delta e-sourcing portal. The Contract has been awarded for a duration of 37.5 months with optional extension provisions.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £23,592,419 / Highest offer: £23,592,419 taken into consideration

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

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Camden and City of London

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

Southeastern published a tender with the objective of procuring a supplier for the provision of media services. The procurement adopted a restricted procedure format and resulted in the award of a contract to the service provider that submitted the Most Economically Advantageous Tender. A contract notice was published to the Find a Tender service via the Delta e-sourcing portal. The Contract has been awarded for a duration of 37.5 months with optional extension provisions.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Price / Weighting: 40

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: Yes

Description of options

Southeastern has a unilateral right to extend the contract by up to 36 months beyond the Initial Term (Optional Extension).

#### **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**

Restricted 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.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-011998](#)

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## **Section V. Award of contract**

### **Contract No**

MKS03.2001

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 September 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

OMD Group Limited

Bankside 3, 90 - 100 Southwark Street

London

SE1 0SW

Email

[hellouk@omd.com](mailto:hellouk@omd.com)

Telephone

+44 2030234500

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

National registration number

United Kingdom

Internet address

<https://www.omid.com/>

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £23,592,419

Total value of the contract/lot: £23,592,419

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=891610918>

GO Reference: GO-2024925-PRO-27816857

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

7 The Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

#### **VI.4.4) Service from which information about the review procedure may be obtained**

SE TRAINS LIMITED,

Second Floor, 4 More London Riverside

London

SE1 2AU

Country

United Kingdom