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Contract

Digital Affiliate Marketing

Transport for Wales Rail Limited (Utility Buyer)

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-031998

Procurement identifier (OCID): ocds-h6vhtk-0547d4

Published 12 June 2025, 3:00pm

Section I: Contracting entity

I.1) Name and addresses

Transport for Wales Rail Limited (Utility Buyer)

3 Llys Cadwyn, Pontypridd

Rhondda Cynon Taf

CF37 4TH

Email

Procurement.Help@tfwrail.wales

Telephone

+44 2920720500

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://www.tfwrail.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA80566

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Affiliate Marketing

Reference number

TFW0867.00

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Maintain the current affiliate marketing programme. Manage the affiliate programme through the existing bespoke digital monitoring global affiliate marketing platform that connects advertisers with publishers.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Multiple digital platforms.

II.2.4) Description of the procurement

Agreement for 12 months for digital affiliate marketing services to ensure business continuity of technical infrastructure across existing partner platform and passenger interfaces.

II.2.5) Award criteria

Cost criterion - Name: Total Tender Price / Weighting: 100

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for a further 12 months to ensure essential business continuity and support transition to potential new partner

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

TfW is in the process of planning a new procurement to deliver a wider Digital Marketing Agency Procurement. It is anticipated a notice for the new procurement will be placed in August 2025.

Attempting to run a competition which could result in a change of provider, at the same time as delivering a wider procurement for a Digital Marketing Agency strategic partner would result in technical and commercial difficulty for TfW Rail Ltd and undermine the delivery of value for money and adversely impact upon business continuity and services to passengers.

The current technical infrastructure is deeply embedded and more time is required to ensure the re-establish of technical links, tracking and measurements are maintained within IT systems with minimal risk to network loss and cannot be easily replicated or without considerable investment into deep linking.

This interim agreement is required to ensure essential business continuity and will commence 13th June 2025 for a period of 12 months, with the option to extend for a further 12 months, if needed to support the implementation of a new provider.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

11 April 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

N21 LIMITED

166 Brinkburn Street

Newcastle Upon Tyne

NE62AR

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

Section VI. Complementary information

VI.3) Additional information

A pre market engagement exercise will be undertaken for the wider digital service either by advertising on Sell2 Wales and the FTS or with framework suppliers if the latter is the agreed strategy.

As this procurement commenced prior to PA23, the Authority is applying a 10 calendar standstill period before final execution of the agreement. The standstill period will conclude midnight 23rd June 2025.

(WA Ref:149908)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom