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Tender

Brand and Creative Partner

EAST WEST RAILWAY COMPANY LIMITED

F01: Prior information notice

Call for competition

Notice identifier: 2024/S 000-035460

Procurement identifier (OCID): ocds-h6vhtk-04b33d

Published 1 November 2024, 12:04pm

Section I: Contracting authority

I.1) Name and addresses

EAST WEST RAILWAY COMPANY LIMITED

THE QUADRANT, ELDER GATE

MILTON KEYNES

MK91EN

Contact

Kaisha Philip

Email

kaisha.philip@eastwestrail.co.uk

Country

United Kingdom

Region code

UKJ12 - Milton Keynes

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://eastwestrail.co.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://eastwestrail.ukp.app.jaggaer.com/esop/toolkit/registration/displayAgreement.si?isOnModification=true& ncp=1730457936768.1722779-3>

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

marketing/branding

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Brand and Creative Partner

Reference number

CT4083

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

East West Railway Company (EWR Co.) is seeking a Content Design Partner to provide comprehensive design support for its business activities over the next three years. With no dedicated in-house design team, EWR Co. requires a partner to address both planned and ad-hoc content creation needs, supporting functions such as map production, publication and consultation materials, and visual media for announcements and social channels. The partnership will also cover 30% of EWR Co.'s printing and distribution needs, ensuring streamlined design, print, and distribution processes for efficient communication, especially during public consultations.

II.1.5) Estimated total value

Value excluding VAT: £900,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 32300000 - Television and radio receivers, and sound or video recording or reproducing apparatus
- 71354100 - Digital mapping services
- 72413000 - World wide web (www) site design services
- 79340000 - Advertising and marketing services
- 79822500 - Graphic design services
- 92111220 - Advertising video-tape production

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Milton Keynes (twice a week)

II.2.4) Description of the procurement

East West Railway Company (EWR Co.) seeks a versatile Content Design Partner to support diverse design, content creation, and account management needs over the next three years. The partner will not be engaged exclusively, nor will EWR Co. commit to any minimum level of service procurement beyond a small monthly retainer, covering essential contract management and regular communications. The retainer includes a dedicated account manager for weekly updates, billing reports, and ad hoc briefings, ensuring a rapid response time of within two hours during business hours.

The contract's scope encompasses a range of day-to-day design services, addressing both high-demand campaigns and lower-activity periods. Required services may include brand strategy, graphic design, digital design, copywriting, advertising, and web design, in addition to print and fulfilment services, videography, photography, animation, and SEO/social media support. The expected deliverables may include corporate and annual reports, fact sheets, magazines, posters, website updates, social media assets, videos, banners, adverts, branded merchandise, and more.

All assets must be stored and maintained in an up-to-date, accessible shared location by the

provider. Where physical asset printing or distribution is required, EWR Co. will cover these costs plus an agreed margin, and subcontracting will require prior customer approval. This flexible, broad-ranging partnership will support EWR Co.'s dynamic content needs aligned with the East West Rail programme's evolving priorities.

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: £900,000

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

Duration in months

36

This contract is subject to renewal

Yes

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement involves the setting up of a dynamic purchasing system

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 expressions of interest

Date

22 November 2024

Local time

12:00pm

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

English

IV.2.5) Scheduled date for start of award procedures

13 January 2025

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

East West Rail

Milton Keynes

MK9 1FB

Country

United Kingdom