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Tender

## **Media Strategy, Planning and Buying Services**

FIRST RAIL HOLDINGS LIMITED

First Greater Western

First MTR South Western Trains Limited

First Trenitalia West Coast Rail Limited

Hull Trains Company Limited

East Coast Trains Limited (ECTL or Lumo)

F05: Contract notice – utilities

Notice identifier: 2023/S 000-036545

Procurement identifier (OCID): ocds-h6vhtk-0424fc

Published 12 December 2023, 3:12pm

The closing date and time has been changed to:

**12 January 2024, 12:00pm**

See the [change notice](#).

## **Section I: Contracting entity**

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

FIRST RAIL HOLDINGS LIMITED

8th Floor, The Point, 37 North Wharf Road

LONDON

W21AF

### **Contact**

Tanja Odinsen

**Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

05154485

**Internet address(es)**

Main address

<https://www.firstgroupplc.com>

**I.1) Name and addresses**

First Greater Western

London

**Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

05113733

**Internet address(es)**

Main address

<https://www.gwr.com/about-us>

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

First MTR South Western Trains Limited

London

#### **Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Companies House**

07900320

#### **Internet address(es)**

Main address

<https://www.southwesternrailway.com/other/about-us>

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

First Trenitalia West Coast Rail Limited

London

#### **Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

10349442

**Internet address(es)**

Main address

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

**I.1) Name and addresses**

Hull Trains Company Limited

Hull

**Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

03715410

**Internet address(es)**

Main address

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

**I.1) Name and addresses**

East Coast Trains Limited (ECTL or Lumo)

London

**Email**

[FRH-procurement.indirects@firstrail.com](mailto:FRH-procurement.indirects@firstrail.com)

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Companies House**

08765536

**Internet address(es)**

Main address

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

**I.2) Information about joint procurement**

The contract involves joint procurement

**I.3) Communication**

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

<http://redirect.transaxions.com/events/5ISnb>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/5ISnb>

**I.6) Main activity**

Railway services

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## **Section II: Object**

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

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

Media Strategy, Planning and Buying Services

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

- 79340000 - Advertising and marketing services

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

Services

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

First Rail Holding (FRH) is tendering for a supplier to supply Media Strategy, Planning and Buying services to the following train operating companies and open access operators.

- \* First Trenitalia West Coast Rail Limited - Avanti West Coast (AWC)
- \* First Greater Western Limited (GWR)
- \* First MTR South Western Trains Limited (SWR)
- \* Hull Trains Company Limited
- \* East Coast Trains Limited

We require an agency that can provide the following Media Strategy, Planning and Buying Services.

- \* Delivery of value for money, as well as providing excellent customer service including strategic implementational buying advice;
- \* Capability of working in partnership with other agencies and specialists to deliver the media buying aspect of fully integrated campaigns for the Client to ensure the process from strategy to implementation is successful;

- \* Implementation of media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve the Client's objectives and must comply with the Advertising Standards;
- \* Act in an open and transparent manner with the Client in delivering the Services being open and transparent in relation to the Charges, the placement of media and the access to and provision of data in relation to the Services.
- \* Provision of end-to-end media strategy, planning and buying services.

The Agency shall provide a proactive approach to each media buying brief, ensuring innovation and best in class media buying solutions (in terms of quality, value, and safety) and reconciliation provisions are provided to the Client.

The agency shall manage and deliver fully integrated campaigns, either by delivering services in-house or if agreed in advance between the parties via sub-contracting.

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

Value excluding VAT: £53,700,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

First Rail Holding (FRH) is tendering for a supplier to supply Media Strategy, Planning and Buying services to the following train operating companies.

We require an agency that can provide the following Media Strategy, Planning and Buying Services.

- \* Delivery of value for money, as well as providing excellent customer service including strategic implementational buying advice;
- \* Capability of working in partnership with other agencies and specialists to deliver the

media buying aspect of fully integrated campaigns for the Client to ensure the process from strategy to implementation is successful;

\* Implementation of media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve the Client's objectives and must comply with the Advertising Standards;

\* Act in an open and transparent manner with the Client in delivering the Services being open and transparent in relation to the Charges, the placement of media and the access to and provision of data in relation to the Services.

\* Provision of end-to-end media strategy, planning and buying services.

The Agency shall provide a proactive approach to each media buying brief, ensuring innovation and best in class media buying solutions (in terms of quality, value, and safety) and reconciliation provisions are provided to the Client.

The agency shall manage and deliver fully integrated campaigns, either by delivering services in-house or if agreed in advance between the parties via sub-contracting.

## **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

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend the agreement by 2 years in 12 month increments. Please note that the estimated contract value specified in II2.6 is for the initial 3 year term. The estimated value for the 2 year extension £35,560,000, therefore the total estimated contract values is £88,900,000 for the full 5 year term.

## **II.2.10) Information about variants**

Variants will be accepted: No

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

Options: No

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## **Section IV. Procedure**

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

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

Negotiated procedure with prior call for competition

#### **IV.1.8) 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**

Originally published as:

Date

8 January 2024

Changed to:

Date

12 January 2024

Local time

12:00pm

See the [change notice](#).

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

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

First Rail Holdings

London

Country

United Kingdom