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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

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

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

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

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

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

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

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

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 II.2.6 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

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

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