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Not applicable

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)

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-037133

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

Published 18 December 2023, 2:30pm

Section I: Contracting authority/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/>

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.

Section VI. Complementary information

VI.6) Original notice reference

Notice number: [2023/S 000-036545](#)

Section VII. Changes

VII.1) Information to be changed or added

VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2.

Instead of

Date

8 January 2024

Read

Date

12 January 2024

Local time

12:00pm

VII.2) Other additional information

Please note that the time limit for receipt of tenders or requests to participate should be 12th January 2024, at 12:00.