

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/038672-2025>

Tender

Corporate PR Services for Great Western Railway

FIRST GREATER WESTERN LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038672

Procurement identifier (OCID): ocds-h6vhtk-055b76

Published 9 July 2025, 3:19pm

Changes to notice

This notice has been edited. The [previous version](#) is still available.

Please note that the Expression of Interest (EOI) stage will close on 18th July at 12 noon.

Scope

Reference

FX1259

Description

Corporate PR Service for Great Western Railway.

We're looking for an agency that can act as a true extension of our team - someone who brings strategic insight, creative energy, and calm under pressure. You'll understand the complexity of delivering high-impact communications in a politically sensitive, operationally challenging environment - and be comfortable advising on both brand opportunities and reputational risks.

This isn't just about executing media relations or social media calendars - it's about shaping the conversation. We want a thought partner who understands the importance of tone, timing and trust - and who shares our ambition to make GWR a leading voice in UK travel and tourism.

Total value (estimated)

- £120,000 excluding VAT
- £144,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 29 August 2025 to 30 April 2026
- 8 months, 3 days

Main procurement category

Services

CPV classifications

- 79400000 - Business and management consultancy and related services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

22 July 2025, 11:59pm

Tender submission deadline

25 July 2025, 6:00pm

Submission address and any special instructions

Please visit the below link to express an interest and be invited to download the ITT documentation for this opportunity:

<http://redirect.transaxions.com/events/l3wn5>

Please note that the Expression of Interest (EOI) stage will close at 12 noon on 18th July.

Tenders may be submitted electronically

Yes

Award criteria

Strategic Insight & Relevance - 30%

Creative Thinking & Storytelling - 25%

Team Chemistry and Experience - 20%

Brand and Tone Understanding - 20%

Contractual - 5%

Budget Delivery - Pass/Fail

Procedure

Procedure type

Below threshold - open competition

Special regime

Utilities

Documents

Associated tender documents

<http://redirect.transaxions.com/events/l3wn5>

Please visit the link above to express an interest and be invited to receive the tender documentation.

Contracting authority

FIRST GREATER WESTERN LIMITED

- Companies House: 05113733
- Public Procurement Organisation Number: PXVG-2764-GZCQ

Milford House 1 Milford Street

Wiltshire

SN1 1HL

United Kingdom

Email: procurement@gwr.com

Region: UKK14 - Swindon

Organisation type: Private utility