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Tender

Consumer PR Service for Great Western Railway

FIRST GREATER WESTERN LIMITED

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

Notice identifier: 2025/S 000-038711

Procurement identifier (OCID): ocds-h6vhtk-055c4d

Published 9 July 2025, 4:09pm

Scope

Reference

FX1261

Description

Consumer PR Service for Great Western Railway.

"Adventure Starts Here"

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

- 79416000 - Public relations 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/FDUTL>

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

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