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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

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

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## **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/FDUTI>

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

### **Tenders may be submitted electronically**

Yes

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## **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

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## **Procedure**

### **Procedure type**

Below threshold - open competition

### **Special regime**

Utilities

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## **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](mailto:procurement@gwr.com)

Region: UKK14 - Swindon

Organisation type: Private utility