

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/039461-2024>

Tender

Social Media and PR Agency - Specialising in Chinese Markets

LONDON NORTH EASTERN RAILWAY LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-039461

Procurement identifier (OCID): ocds-h6vhtk-04c319

Published 6 December 2024, 2:46pm

Section I: Contracting entity

I.1) Name and addresses

LONDON NORTH EASTERN RAILWAY LIMITED

West Office

YORK

YO16GA

Contact

robb Sayers

Email

robb.sayers@lner.co.uk

Country

United Kingdom

Region code

UKE21 - York

Companies House

04659712

Internet address(es)

Main address

www.lner.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://tinyurl.com/LNEROracleFusion>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://tinyurl.com/LNEROracleFusion>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Social Media and PR Agency - Specialising in Chinese Markets

Reference number

RFQ000004

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

London North Eastern Railway (LNER) - the East Coast Mainline train operator for long distance train services from London to Yorkshire, the north-east of England and Scotland - is reviewing its retained agency setup for social media and PR in China.

II.1.5) Estimated total value

Value excluding VAT: £525,000

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

To provide social media and PR campaign services to attract additional customers in China.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £525,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

2 x 1 year renewals

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

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

10 January 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

13 January 2025

Local time

10:00am

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

London North Eastern Railway

York

Country

United Kingdom