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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](mailto:robb.sayers@lner.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKE21 - York

**Companies House**

04659712

**Internet address(es)**

Main address

[www.lner.co.uk](http://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

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## **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

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## **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