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Tender

## **Marketing Services for XC Trains Limited (CrossCountry) & The Chiltern Railway Company Limited (Chiltern)**

ARRIVA UK TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2024/S 000-040551

Procurement identifier (OCID): ocds-h6vhtk-04c89d

Published 17 December 2024, 10:17am

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

ARRIVA UK TRAINS LIMITED

SUNDERLAND

#### **Contact**

Tom Baker

#### **Email**

[bakertom@arriva.co.uk](mailto:bakertom@arriva.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UKC23 - Sunderland

#### **Companies House**

03166214

**Internet address(es)**

Main address

<https://www.arrivagroup.com/>

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<https://www.arrivagroup.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.arrivagroup.com/>

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Marketing Services for XC Trains Limited (CrossCountry) & The Chiltern Railway Company Limited (Chiltern)

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Two Train Operating Companies (TOC's) within the Arriva UK Trains Group - CrossCountry and Chiltern - are seeking a dynamic full integrated service marketing agency to deliver an integrated suite of services, including creative development, media planning and buying, social media, research and marketing & communications strategy. The ideal agency will possess an in-house team capable of comprehensive solutions and be willing to immerse in our business.

Please submit your note of interest in email to: [bakertom@arriva.co.uk](mailto:bakertom@arriva.co.uk)

Due to rail franchising requirements, there will be a requirement for termination for convenience on 3 months notice and the contract will also need to be able to be transferred to a public sector operator.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

CrossCountry Only

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKF1 - Derbyshire and Nottinghamshire
- UKG3 - West Midlands
- UKH - East of England
- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

Main site or place of performance

CrossCountry will require the Bidder to have an office located in any of the NUTS regions listed in this contract notice.

#### **II.2.4) Description of the procurement**

CrossCountry are seeking a dynamic full integrated service marketing agency to deliver an integrated suite of services, including creative development, media planning and buying, social media, research and marketing & communications strategy. The ideal agency will possess an in-house team capable of comprehensive solutions and be willing to immerse in our business. Agencies must:

- Bring innovative concepts and focus on budget efficiencies for maximum impact.
- Continued media booking as well as innovative ideation for the purchasing funnel.
- Have a proven track record in driving brand growth and marketing success.
- Collaborate seamlessly with our teams to add measurable value.
- Understand our unique business challenges and demonstrate professionalism and attention to detail.
- Be agile in responding to evolving market conditions.
- Continue to develop our brand platforms, "Take Us On Your Journey" and "Explore More" and which has seen significant investment.
- Have an understanding of internal communications and support for our internal comms department for deployment of items
- Have offices local to the operating routes for understanding local route and challenges

We want an agency that acts as an extension of our marketing team, helping elevate our brand presence and support long-term strategic objectives.

Please submit your note of interest in email to: [bakertom@arriva.co.uk](mailto:bakertom@arriva.co.uk)

Due to rail franchising requirements, there will be a requirement for termination for convenience on 3 months notice and the contract will also need to be able to be transferred to a public sector operator.

#### **II.2.5) Award criteria**

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Details of this will be shared in the main tender document.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

## **II.2) Description**

### **II.2.1) Title**

Chiltern Only

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKF1 - Derbyshire and Nottinghamshire
- UKG3 - West Midlands

- UKH - East of England
- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

Main site or place of performance

Chiltern will require the Bidder to have an office located in any of the NUTS regions listed in this contract notice.

#### **II.2.4) Description of the procurement**

Chiltern are seeking a dynamic full integrated service marketing agency to deliver an integrated suite of services, including creative development, media planning and buying, social media, research and marketing & communications strategy. The ideal agency will possess an in-house team capable of comprehensive solutions and be willing to immerse in our business. Agencies must:

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#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

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

Date

17 January 2025

Local time

5:00pm

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

English



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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**

Arriva UK Trains Limited

Sunderland

Country

United Kingdom