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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

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

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

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

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

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

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