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Tender

Marketing Creative Design Agency Services

Govia Thameslink Railway Limited

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056140

Procurement identifier (OCID): ocds-h6vhtk-05994e

Published 12 September 2025, 12:06pm

Scope

Description

This tender offers an exciting opportunity for a strategically minded and creatively excellent agency to support GTR in driving brand distinctiveness, passenger growth, and rail recovery through compelling, consistent storytelling.

The appointed agency will lead on strategic creative planning, campaign development, cross-platform asset creation, content optimisation, and performance analysis. The agency will work alongside GTR's in-house team, media agency (T&Pm), influencer agency (Halpern), and other partners to deliver integrated campaigns that support tactical and brand-building objectives.

Building on GTR's existing creative platform, 'Every Stop is a Story', the successful agency will help evolve and activate the brand to celebrate destinations, connect with new audiences, and position rail as an inclusive and sustainable travel option.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://goviathameslinkrailway.delta-esourcing.com/tenders/UK-UK-London:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./TN33QMUZF4>

To respond to this opportunity, please click here:

<https://goviathameslinkrailway.delta-esourcing.com/respond/TN33QMUYF4>

Total value (estimated)

- £2,880,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2028
- Possible extension to 1 April 2030
- 4 years, 1 day

Description of possible extension:

Optional 1+1 years

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342000 - Marketing services
- 79342100 - Direct marketing services

- 79413000 - Marketing management consultancy services

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

22 September 2025, 12:00am

Submission type

Tenders

Deadline for requests to participate

6 October 2025, 12:00pm

Submission address and any special instructions

<https://goviathameslinkrailway.delta-esourcing.com/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

2 March 2026

Award criteria

Name	Type	Weighting
Criterion 2	Quality	60%
Criterion 1	Price	40%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Competitive flexible procedure description

4 stage tender process

Contracting authority

Govia Thameslink Railway Limited

- Public Procurement Organisation Number: PCNW-8528-NRRP

1st Floor Monument Place, 24 Monument Street

London

EC3R 8AJ

United Kingdom

Contact name: Lorraine Baker

Email: lorraine.baker@gtrailway.com

Region: UKI31 - Camden and City of London

Organisation type: Private utility