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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,-marketing,-consulting,-recruitment,-printing-and-security./TN33QMUYF4>

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

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **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

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## Award criteria

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

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Competitive flexible procedure

## **Special regime**

Utilities

## **Competitive flexible procedure description**

4 stage tender process

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## **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](mailto:lorraine.baker@gtrailway.com)

Region: UKI31 - Camden and City of London

Organisation type: Private utility

