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Award

Advertising Media Agency 2025

C2C RAILWAY LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-069976

Procurement identifier (OCID): ocds-h6vhtk-052a21 ([view related notices](#))

Published 31 October 2025, 10:26am

Scope

Reference

c2c 130

Description

c2c are seeking a single supplier (agency) who can provide media planning, buying, and analysis across all media channels required by c2c.

Contract 1. Advertising Media Agency

Supplier

- AMS MEDIA GROUP LIMITED

Contract value

- £3,613,775 excluding VAT
- £4,336,530 including VAT

Above the relevant threshold

Award decision date

14 October 2025

Date assessment summaries were sent to tenderers

14 October 2025

Standstill period

- End: 11 November 2025
- 8 working days

Earliest date the contract will be signed

12 November 2025

Contract dates (estimated)

- 12 November 2025 to 12 November 2028

- Possible extension to 12 November 2030
- 5 years, 1 day

Description of possible extension:

2 x 12 month extensions

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Paid social media

CPV classifications

- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services

Contract locations

- UKH3 - Essex
 - UKI - London
-

Information about tenders

- 4 tenders received
- 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

Special regime

Utilities

Supplier

AMS MEDIA GROUP LIMITED

- Companies House: 01206912
- Public Procurement Organisation Number: PLPV-7222-CCLW

150-158 Kings Cross Road

London

WC1X 9DH

United Kingdom

Email: talk@amsgroup.co.uk

Website: <http://www.amsgroup.co.uk>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Advertising Media Agency

Contracting authority

C2C RAILWAY LIMITED

- Companies House: 04659669
- Public Procurement Organisation Number: PCHL-2158-CTCQ

Floor 7, Centennium House, 100 Lower Thames Street

London

EC3R 6DL

United Kingdom

Contact name: Elizabeth Williams

Email: procurement@c2crail.net

Region: UKI31 - Camden and City of London

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)