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Planning

Creative Agency

SOUTH WESTERN RAILWAY LIMITED

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072550

Procurement identifier (OCID): ocds-h6vhtk-05de13

Published 10 November 2025, 4:49pm

Scope

Description

The Procurement is for the the provision of Strategic and Creative Marketing Services, Account and Project Management and Production Services.

The Agency will be responsible for the development and delivery of integrated through the line campaigns for the Customer to meet a written set of agreed KPIs and objectives. The detail of such campaigns will be defined in an agreed brief and subsequent scope of work.

Campaigns could include, but are not limited to: -

Annual SWR leisure campaigns,

Tactical Campaigns,

Commuter campaigns,

Reactive campaigns.

Such campaigns will comprise of multiple owned, earned and paid channels (as agreed in

writing in a separate scope of work for each campaign) including, but not limited to: -

TV,

Radio,

Email,

Digital display,

Website,

Social media,

Station Posters and on-board media.

Leaflets & flyers,

Press,

Services supplied to include:

Creative services

Account and Project Management services

Financial reconciliations services

Production services

Contract dates (estimated)

- 1 June 2026 to 31 May 2028
- Possible extension to 31 May 2030
- 4 years

Description of possible extension:

to be confirmed

Main procurement category

Services

CPV classifications

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

1 December 2025

Submission type

Tenders

Tender submission deadline

30 January 2026, 11:59pm

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

6 March 2026

Procedure

Procedure type

Competitive flexible procedure

Contracting authority

SOUTH WESTERN RAILWAY LIMITED

- Companies House: 03266760
- Public Procurement Organisation Number: PQHL-7495-VCQT

South Bank Central 4th Floor, 30 Stamford Street,

London

SE1 9LQ

United Kingdom

Email: procurementandcontracts@swrailway.com

Region: UKI44 - Lewisham and Southwark

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