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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)

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

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## **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

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## Procedure

### Procedure type

Competitive flexible procedure

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### 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](mailto:procurementandcontracts@swrailway.com)

Region: UKI44 - Lewisham and Southwark

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