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Award

CRM and Loyalty Agency Services

FIRST TRENITALIA WEST COAST RAIL LIMITED

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

Notice identifier: 2025/S 000-080803

Procurement identifier (OCID): ocds-h6vhtk-054402 ([view related notices](#))

Published 8 December 2025, 4:59pm

Scope

Description

This project relates to acquiring a new dedicated digital agency to predominantly support creative and strategic thinking for CRM (customer relationship management) and Loyalty Services

Contract 1

Supplier

- Havas helia

Contract value

- £2,400,000 including VAT

Above the relevant threshold

Award decision date

4 November 2025

Date assessment summaries were sent to tenderers

8 December 2025

Standstill period

- End: 17 December 2025
- 8 working days

Earliest date the contract will be signed

20 December 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2028
- Possible extension to 31 December 2030
- 5 years

Description of possible extension:

Initial 3-year term with an option to extend by 2 years, up to 12 months at a time (3 + 1 +1 years)

The spend indicated within this tender process is not fully committed as the actual annual budgets will be subject to approval by Department for Transport from time to time, usually annually. Please note, we would reserve the right to reduce or increase the budgets as necessary at any point in time.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Information about tenders

- 4 tenders received
- 4 tenders assessed in the final stage:
 - 1 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

Havas helia

- Companies House: 02548077

Phoenix Way, Cirencester

Gloucestershire,

GL7 1RY

United Kingdom

Email: ginny.sheehan@havashelia.com

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

FIRST TRENITALIA WEST COAST RAIL LIMITED

- Companies House: 10349442
- Public Procurement Organisation Number: PGLQ-8629-CMPG

8th Floor The Point

London

W2 1AF

United Kingdom

Email: ruchiie.sehdev@avantiwestcoast.co.uk

Region: UKI32 - Westminster

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