

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/080803-2025>

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](mailto: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](mailto:ruchiie.sehdev@avantiwestcoast.co.uk)

Region: UKI32 - Westminster

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