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Planning

Pre Market Engagement: Ticket Gate Advertising in Train Stations

Network Rail Infrastructure Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-002757

Procurement identifier (OCID): ocids-h6vhtk-0434f9

Published 26 January 2024, 2:14pm

Section I: Contracting authority

I.1) Name and addresses

Network Rail Infrastructure Ltd

Waterloo General Offices

London

SE1 8SW

Email

Helen.Catherall@networkrail.co.uk

Telephone

+44 1908781000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://networkrail.bravosolution.co.uk/web/login.html>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Railway Services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Pre Market Engagement: Ticket Gate Advertising in Train Stations

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This Market Sounding Briefing and Questionnaire (“Market Sounding”), has been issued by Network Rail in advance of finalising a proposal to procure advertising services at Network Rail Managed Stations on behalf of Network Rail’s Retail Property team. The main purpose is for Network Rail to understand the solutions that are available before commencing with a formal competition. The Network Rail Retail Property team is responsible for generating sustainable income from its estate for re-investment in our rail infrastructure.

This requirement supports the Network Rail vision to become a company that is on the side of its passengers and is therefore changing to be more responsive to the needs of passengers and freight users.

The current requirement is for Network Rail (NR) to team up with a media partner who is able to provide ticket gate advertising. Ticket gate advertising is required at the following stations:

- Bristol Temple Meads
- Clapham Junction
- Guilford
- London Bridge
- London Kings Cross
- London Liverpool Street
- London Paddington
- Waterloo East
- London Waterloo
- Reading

The following stations are going through business clearance, so we also expect to require ticket gate advertising at the additional stations listed below:

- Leeds
- Birmingham

- Edinburgh
- Glasgow Central

NR are seeking to engage with suppliers in the market that can deliver a full 360 advertising solution, including but not limited to;

- Sales and marketing of advertising on Network Rails ticket gates
- Production of advertising vinyl's to be applied to existing ticket gate infrastructure in accordance with Network Rails installation procedure.
- Development of additional ticket gate opportunities at NR stations including locations within our stations ran by Train Operating Companies.

Subject to the interest received in response to this opportunity NR may decide to tender this future opportunity as a combined service or execute separate tenders split by Network Rail region.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

We are looking for opportunities that complement our current advertising offer in Managed Stations provided by our advertising partner JCDecaux. Network Rail is seeking to understand the full range of opportunities available in the marketplace. Interested Suppliers may propose additional locations, different types of static advertising attached to the

existing ticket gate infrastructure or enhancements to advertising such as beacon technology. All advertising must comply with vigorous safety standards, advertising standard agency and Network Rails Code of acceptance, details of which will be provided at a later stage.

Supplier Expectations

The Supplier:

- will not own the ticket gates, but will be responsible for all installation and removal of all advertisements;
- will be able to provide Static advertising and potentially use of beacon or NFID technology;
- will provide a solution that will generate income for Network Rail;
- will work in a sustainable fashion;
- will work in collaboration with Network Rail major advertising partners in Managed Stations;
- will provide an allocation for Network Rail to advertise on its assets; and
- will comply with Network Rail's Code of Acceptance which sets out the types of advertising permitted.

Purpose of RFI:

The purpose of this RFI is to engage with the supply base and request information relating to the existing solutions available in the market, specifically this RFI will look to address the following areas:

- Understand the current innovation within the marketplace to support Network Rail in developing requirements for any potential future tender activity;
- Identify any additional capabilities or concepts that Network Rail have not considered – this information can then be used to support Network Rail in developing its requirements for any potential future tender activity;
- Understanding the commercial models used by suppliers in this market place.

Please note that any content received in response to this RFI will be used purely for information purposes only and will not be deemed as forming part of any proposed bid now, or any potential future tender.

Expression of Interest

Network Rail is looking to tender this requirement in the near future. Any potential tender event in relation to this requirement will be issued via the Network Rail procurement platform – Bravo which can be found at the following link:

<https://networkrail.bravosolution.co.uk/web/login.html>.

Please note any discussions which do occur will cease immediately should a formal competition ultimately be announced. Network Rail is committed to ensuring fairness, openness, and transparency, and to following EU procurement regulations. The Periodic Indicative Notice (PIN) is issued solely for the purpose of conducting pre-procurement market engagement via a request for information and does not constitute any commitment to undertake any procurement in the future. Interested parties will not be prejudiced by any response or failure to respond to the PIN event and a response to this PIN does not guarantee any invitation to participate in this event or any future procurement.

This PIN does not constitute a call for competition to procure any services, supplies or works mentioned in this PIN and Network Rail will not accept any proposals offered in response to this PIN. Network Rail is not liable for any costs, fees, or expenses incurred by any party in replying to or attending any PIN event. Any procurement of any services, supplies or works by Network Rail will be carried out strictly in accordance with the provisions of the Concession Contract Regulations 2016.

II.2.14) Additional information

The full RFI document can be found in the attachments section

II.3) Estimated date of publication of contract notice

26 January 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No