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Contract

Media Planning and Buying Services

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-003034

Procurement identifier (OCID): ocds-h6vhtk-0459a1

Published 29 January 2025, 7:05pm

Section I: Contracting entity

I.1) Name and addresses

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Email

Holly.Peters@northernrailway.co.uk

Telephone

+44 7929708826

Country

United Kingdom

Region code

UKE21 - York

Internet address(es)

Main address

www.northernrailway.co.uk

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying Services

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Northern Trains Limited (Northern) are looking for an experienced advertising media planning & buying agency to co-ordinate Core Media plans covering all above the line activity (including but not limited to TV, Radio, DOOH, other ambient OOH formats, cinema and Video on Demand) as well as paid digital display advertising be it for awareness, acquisition or retention purposes.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Northern Trains Limited (Northern) are looking for an experienced advertising media planning & buying agency to co-ordinate Core Media plans covering all above the line activity (including but not limited to TV, Radio, DOOH, other ambient OOH formats, cinema and Video on Demand) as well as paid digital display advertising be it for awareness, acquisition or retention purposes. NTL is conducting this procurement using the negotiated procedure in accordance with regulation 47 of the Utilities Contracts Regulations 2016. Following the ITN Stage, NTL proposes to enter into one contract with the successful Tenderer for an initial period of 2 years and optional extension for a further period of two (2) years, to be taken in one (1) year periods, for a maximum potential period of four (4) years.

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-015372](#)

Section V. Award of contract

Contract No

1

Title

Media Planning and Buying

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 January 2025

V.2.2) Information about tenders

Number of tenders received: 7

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

AMS Media Group Ltd

50-158 Kings Cross Road

London

WC1X 9DH

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01206912

The contractor is an SME

Yes

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=921309256>

GO Reference: GO-2025129-PRO-29253696

VI.4) Procedures for review

VI.4.1) Review body

Northern Trains Limited

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York

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Telephone

+44 7929708826

Country

United Kingdom