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Contract

## **Provision of partnership marketing rights for the sport of UK rugby league**

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-003148

Procurement identifier (OCID): ocds-h6vhtk-0428de

Published 31 January 2024, 9:10am

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Northern Trains Limited

George Stephenson House

York

YO1 6JT

#### **Contact**

Robin Horsman

#### **Email**

[robin.horsman@northernrailway.co.uk](mailto:robin.horsman@northernrailway.co.uk)

#### **Telephone**

+44 7827937566

#### **Country**

United Kingdom

**Region code**

UKE21 - York

**Companies House**

03076444

**Internet address(es)**

Main address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Provision of partnership marketing rights for the sport of UK rugby league

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Provision of partnership marketing rights for the sport of UK rugby league including branding

**II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)

### **II.2.4) Description of the procurement**

Provision of partnership marketing rights for the sport of UK Rugby Super League including promotion of the Northern Trains brand at games, on websites and social media.

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend for a further period of 12months after the first year.

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

The works, supplies or services can be provided only by a particular economic operator. Under Regulation 50.(1) (c) (iii) Utilities may use the negotiated procedure without prior call for competition where the works, supplies or services can be supplied only by a particular economic operator which involves the protection of exclusive rights, including intellectual property rights and no suitable alternative or substitute exists.

#### 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: [2023/S 000-037549](#)

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

5 January 2024

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

UK Department for Transport

London

Country

United Kingdom