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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**

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#### **Telephone**

+44 7827937566

#### Country

**United Kingdom** 

Region code

UKE21 - York

**Companies House** 

03076444

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

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.

#### 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

## 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

## Section VI. Complementary information

## VI.4) Procedures for review

VI.4.1) Review body

UK Department for Transport

London

Country

United Kingdom