

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004464-2026>

Award

## **On Train Advertising**

THE CHILTERN RAILWAY COMPANY LIMITED

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004464

Procurement identifier (OCID): ocds-h6vhtk-06090d

Published 19 January 2026, 3:56pm

### **Scope**

### **Description**

This contract is a concession agreement for the management and promotion of on-train advertising. The appointed supplier will have exclusive rights to manage, market, and exploit advertising spaces, screens, and frames within trains and associated infrastructure. The scope includes soliciting advertisers, entering direct agreements, installing and maintaining advertising assets in compliance with rail safety regulations and ASA advertising standards, and ensuring operational efficiency with minimal disruption to train services. The supplier is responsible for maximizing advertising revenue, maintaining safety and quality standards, and enhancing passenger experience through appropriate and visually appealing content. Regular performance reviews and compliance monitoring will form part of the contract management process.

---

## **Contract 1**

### **Supplier**

- KBH ON-TRAIN MEDIA LTD

### **Contract value**

- £1,349,615 excluding VAT
- £1,619,538 including VAT

Above the relevant threshold

### **Earliest date the contract will be signed**

30 April 2026

### **Contract dates (estimated)**

- 1 May 2026 to 30 April 2029
- Possible extension to 30 April 2031
- 5 years

Description of possible extension:

3 year contract with an option to extend for 1+1

### **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

---

## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

---

## **Other information**

## **Conflicts assessment prepared/revised**

Yes

---

## **Procedure**

### **Procedure type**

Direct award

### **Special regime**

- Concession
- Utilities

### **Direct award justification**

Single supplier - intellectual property or exclusive rights

The contract is being awarded to KBH by direct award due to exclusive intellectual property rights. KBH holds the exclusive rights to provide on-train carriage advertising and, as a result, no reasonable alternative supplier is able to provide the required services. The conditions for direct award on the basis of intellectual property rights are therefore met.

---

## **Supplier**

**KBH ON-TRAIN MEDIA LTD**

- Companies House: 03532474
- Public Procurement Organisation Number: PYDC-3676-BHLD

The Nest, 1st Floor, 18-22 Disney Place

London

SE1 1HJ

United Kingdom

Email: [stephen.atkinson@kbhgroup.co.uk](mailto:stephen.atkinson@kbhgroup.co.uk)

Website: <https://www.kbhgroup.co.uk/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

---

## **Contracting authority**

### **THE CHILTERN RAILWAY COMPANY LIMITED**

- Companies House: 03007939
- Public Procurement Organisation Number: PNPV-7838-DRMN

1 Admiral Way

Sunderland

SR3 3XP

United Kingdom

Email: [Procurement.Department@chilternrailways.co.uk](mailto:Procurement.Department@chilternrailways.co.uk)

Region: UKC23 - Sunderland

Organisation type: Private utility