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Tender

Network Rail Creative Services Framework

Network Rail Infrastructure Ltd

F05: Contract notice – utilities

Notice identifier: 2025/S 000-005257

Procurement identifier (OCID): ocds-h6vhtk-049d60

Published 14 February 2025, 5:14pm

Section I: Contracting entity

I.1) Name and addresses

Network Rail Infrastructure Ltd

Waterloo General Offices

London

SE1 8SW

Email

Dylan.White@networkrail.co.uk

Telephone

+44 1908781000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.networkrail.co.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Network Rail Creative Services Framework

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Network Rail has identified a requirement for the provision of creative and strategic solutions to communicate national, regional, internal, and external messages.

The Framework Agreement will contain two lots:

- Lot 1 – Strategic planning and campaigns services
- Lot 2 – Creative design, production, and activation services

II.1.5) Estimated total value

Value excluding VAT: £23,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Lot 1 – Strategic planning and campaigns services

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Lot 1 Suppliers will provide a strategy for a project, from the initial brief, produce the relevant creative outputs and deliver the project communications. They can provide a one-stop creative solution for internal and external campaigns.

Further details are contained in the scope of services document in BravoNR.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £13,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Should a retender be required, Network Rail will issue a further notice, notifying the market

II.2.10) Information about variants

Variants will be accepted: No

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

II.2) Description

II.2.1) Title

Lot 2 – Creative design, production, and activation services

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Lot 2 Suppliers will provide creative design, production, and activation services for internal and external activity which do not require a strategic approach or fully integrated communications. The briefs Lot 2 Suppliers work on have a clear direction and output defined by the client.

Further details on the Lot 2 requirements can be found in the scope of services document in BravoNR.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement

documents

II.2.6) Estimated value

Value excluding VAT: £10,000,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Should a retender be required, Network Rail will issue a further notice, notifying the market

II.2.10) Information about variants

Variants will be accepted: No

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 000-030511](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

17 March 2025

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

5 May 2025

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 8 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Network Rail Infrastructure Limited

Waterloo General Office

London

SE1 8SW

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

High Court

The Strand

London

Country

United Kingdom