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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 BrayoNR.

#### 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: <u>2024/S 000-030511</u>

## 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
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# 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**