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Planning

## **Fixed Site Advertising**

Translink

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-011539

Procurement identifier (OCID): ocids-h6vhtk-0333b0

Published 4 May 2022, 3:58pm

## **Section I: Contracting entity**

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

Translink

Procurement Department

Belfast

BT2 7LX

#### **Contact**

Rhys Franklin

#### **Email**

[rhys.franklin@translink.co.uk](mailto:rhys.franklin@translink.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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## **Section II: Object**

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

#### **II.1.1) Title**

Fixed Site Advertising

#### **II.1.2) Main CPV code**

- 79341200 - Advertising management services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Pre-Market Engagement Opportunity. Translink is seeking to appoint a suitability qualified service provider to manage, maintain, develop and expand upon the portfolio of fixed site advertising across Northern Ireland. This will include both internal and external opportunities throughout the network.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKN - Northern Ireland

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

Translink requires a suitability qualified service provider to manage, maintain, develop and expand upon the portfolio of fixed site advertising across Northern Ireland. This will include both internal and external opportunities throughout the network.

Translink are in the process of drafting tender documents to best suit our requirements. We intend to explore a range of options which will assist us in managing the current portfolio of fixed site advertising. The portfolio currently comprises of around 167 advertising panels / screens at around 55 sites throughout Northern Ireland and includes various sizes of hoarding (ranging from “80 sheets” to “4/6 sheets”) and various types of hoarding (including a number of prismatic and illuminated sites).

The portfolio also includes a number of internal standalone digital screen opportunities within bus and railway stations. It is envisaged that there will be further digital opportunities as new bus and railway stations are refurbished and developed.

Translink wish to expand upon and develop the portfolio to maximise revenues. The successful supplier will be expected to develop annual and longer-term investment plans in order to maximise and grow revenues from fixed site advertising. We are also keen to understand new and innovative techniques in the industry to help shape our tender documents.

It is envisaged that the contract will commence in early 2023.

It is anticipated that meetings relating to the exercise will be held on Microsoft Teams. Interested suppliers are requested to e-mail their expression of interest in attending a 60-minute virtual meeting sometime in June 2022 to: Rhys Franklin, Category Manager at [rhys.franklin@translink.co.uk](mailto:rhys.franklin@translink.co.uk) NO LATER THAN 14:00 on 27 May 2022. This PIN is effective until end of July 2022.

Additional Information Suppliers registering their interest in participating in this exercise should note that:

1 This Notice is to initiate a market engagement and information gathering exercise and does not indicate the start of a procurement exercise. It is instead intended to act as an informal market research document providing a brief synopsis of Translinks’ future requirements. This document is not intended to provide a definitive list of requirements.

2 We intend to invite interested suppliers to present to Translink personnel to discuss the range of services each can offer. All parties agree that the matters discussed between them during the course of this early market engagement exercise will remain confidential to those particular parties

3 This document is not a tender specification nor request for quotation. Translink is merely investigating market opportunities at this stage without entering into any contractual or

financial commitments.

4 Please note, progress in the project will be subject to the availability and timing of funding. If this requirement is given financial approval, it will be tendered under the Utilities Contracts Regulations 2016. Any documents, discussions, presentations, demonstrations or clarifications submitted for this Market Research will not be considered as any part of the tender exercise. If Translink does decide to proceed with a competitive tender process, a separate detailed tender specification document will be produced as part of that process. At this stage it is not possible to give an accurate timeframe for this requirement

5 Information which may be disclosed to interested suppliers must be treated as strictly confidential and must not be disclosed to any other party, except where this is necessary for the purposes of seeking professional advice in relation to this opportunity, in which case the third party must also agree to treat the information as strictly confidential.

#### **II.2.14) Additional information**

Translink takes no responsibility for any actions or decisions taken, costs incurred or commitments made by interested parties by being involved in any subsequent discussion in this market engagement and information gathering exercise.

#### **II.3) Estimated date of publication of contract notice**

5 May 2022

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of expressions of interest**

Date

27 May 2022

Local time

2:00pm