

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/011851-2022>

Planning

## **Digital Roadside Advertising**

Network Rail Infrastructure Ltd

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2022/S 000-011851

Procurement identifier (OCID): ocds-h6vhtk-0334e8

Published 6 May 2022, 1:46pm

### **Section I: Contracting entity**

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

Network Rail Infrastructure Ltd

1 Eversholt Street

London

NW1 2DN

#### **Email**

[sinead.dyer@networkrail.co.uk](mailto:sinead.dyer@networkrail.co.uk)

#### **Telephone**

+44 1908781000

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.6) Main activity**

Railway services

---

**Section II: Object**

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

**II.1.1) Title**

Digital Roadside Advertising

**II.1.2) Main CPV code**

- 51611100 - Hardware installation services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Network Rail is working to upgrade a number of static advertisement boards on its roadside estate to digital. The assets will be installed across a range of environments from railway embankments, railway bridges and adjoining railway land.

Requirement:

The current requirement is to procure between 70 - 100 digital 48 sheet advertising screens, as well as the installation of the screens. Network Rail will provide the foundations, steelwork, and power to all locations. We are looking for a business that

provides both high quality screens and can facilitate the installations.

Expectations

- Supplier to provide between 70 - 100 digital 48 sheet advertising panels
- Supplier to install and commission the screens in the locations provided and prepared by Network Rail
- Supplier to provide full handover to Network Rail's advertising concession partner Global Outdoor

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

This contract is divided into lots: No

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

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

- 51611100 - Hardware installation services

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

NUTS codes

- UK - United Kingdom

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

This Market Sounding Briefing and Questionnaire ("Market Sounding"), has been issued by Network Rail in advance of finalising a proposal to procure the asset and installation of between 70 and 100 Digital 48 sheet (D48) advertising panels. The Network Rail Retail Property team is responsible for generating sustainable income from the estate for re-investment in our rail infrastructure.

Network Rail is working to upgrade a number of static advertisement boards on its roadside estate to digital. The assets will be installed across a range of environments from railway embankments, railway bridges and adjoining railway land.

Requirement:

The current requirement is to procure between 70 - 100 digital 48 sheet advertising screens, as well as the installation of the screens. Network Rail will provide the foundations, steelwork, and power to all locations. We are looking for a business that

provides both high quality screens and can facilitate the installations.

The purpose of this PIN is to engage with the supply base and request information relating to the existing solutions available in the market. Specifically this PIN will look to address the following areas:

- Identify suitable suppliers available in the market
- Identify the functionality and capabilities of the suppliers available in the market
- Understand how the supplier will take our estate to market and the sales strategy they may use
- Identify indicative costs and forecast timescale for delivery
- Understand how suppliers work in a safe and sustainable manner
- Understand the current innovation within the marketplace to support Network Rail in developing requirements for any potential future tender activity

#### Information Required

Is your business currently operational? – Do you have products currently in situ in the UK

Does your business offer both screen and installation services? If not, do you plan to work with another business?

Can you confirm the type and brand of D48 screen you would suggest for the Network Rail estate?

Can you confirm how your D48's are sourced and manufactured?

Can you confirm that your proposed D48 display meets the minimum specifications outlined in the accompanying 'Specification for Roadside D48 Display Product – minimum required' document?

Can you confirm the indicative pricing for both screen installation and commissioning?

Can you confirm the total loading/weight of your D48 including frames/secondary steel and surround?

Can you confirm the average power consumption of the display you are proposing for the Network Rail estate?

Can you confirm the average asset life of the installed D48?

Can you confirm the types of warranties that normally come with each D48?

Can you confirm the average pitch of screens you have installed in the UK?

Can you confirm the pre – work

required by Network Rail to allow you to install – for example foundations, primary steel work, power etc.?

Please provide a basic installation design covering how the display would attach to either the primary steel (installed by Network Rail) or a vertical surface such as a wall or bridge parapet. (Please attach in response).

Do you hold a Principal Contractor Licence (PCL), either 'Trackside' or 'Non-Trackside' or work with a PCL holder?

If you do hold a PCL then please confirm your PCL number?

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

6 May 2022

---

## **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: No

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

Please note any discussions which do occur will cease immediately should a formal competition ultimately be announced. Network Rail is committed to ensuring fairness, openness and transparency, and to following procurement regulations. The Periodic Indicative Notice is issued solely for the purpose of conducting pre-procurement market engagement via a request for information and does not constitute any commitment to undertake any procurement in the future. Interested parties will not be prejudiced by any

response or failure to respond to the PIN event and a response to this PIN does not guarantee any invitation to participate in this event or any future procurement.

This PIN does not constitute a call for competition to procure any services, supplies or works mentioned in this PIN and Network Rail will not accept any proposals offered in response to this PIN. Network Rail is not liable for any costs, fees, or expenses incurred by any party in replying to or attending any PIN event. Any procurement of any services, supplies or works by Network Rail will be carried out strictly in accordance with the provisions of the Utilities Contracts Regulations 2016.

In order to view further background information and express an interest in this requirement please follow the below instructions:

1. Follow the link - <https://networkrail.bravosolution.co.uk/web/login.html>
2. From the welcome screen, access the "View Current Opportunities" link and select "Pre-Market Engagement: Roadside Advertising Digital Enhancement Programme"
3. Click on the attachments "Digital 48sheet RFI May 2022 "

Once completed please send your submission document via email as attachment to [sinead.dyer@networkrail.co.uk](mailto:sinead.dyer@networkrail.co.uk) with the email subject " Roadside Advertising Digital Enhancement Programme RFI". The response deadline for this RFI is the 20/05/2022

Network Rail may be looking to tender this requirement in the near future, any potential tender event in relation to this requirement may be issued via the Network Rail procurement platform – BravoNR, issued through the Technology - Supplier Qualification System (SQS). Please see the attached guidance on the Opportunity Listing for how to register.

Network Rail advise you to complete your BravoNR registration by 20/05/2022 Should you have any questions regarding this registration process then please contact [sinead.dyer@networkrail.co.uk](mailto:sinead.dyer@networkrail.co.uk)