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Contract

## **Outdoor Advertising Services**

Northern Trains Limited

F25: Concession award notice

Notice identifier: 2025/S 000-013314

Procurement identifier (OCID): ocds-h6vhtk-04ada1

Published 7 April 2025, 10:48am

### **Section I: Contracting authority/entity**

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **Contact**

Holly Peters

#### **Email**

[holly.peters@northernrailway.co.uk](mailto:holly.peters@northernrailway.co.uk)

#### **Telephone**

+44 929708826

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.northernrailway.co.uk](http://www.northernrailway.co.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Rail Transport Services

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**Section II: Object**

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

**II.1.1) Title**

Outdoor Advertising Services

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

NTL is looking to commercialise our outdoor advertising (digital, static and gateline estate) offering as well as the numerous tactical outdoor media solutions we have to offer. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they

do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking in addition to asking all those things of us in return. The successful bidder(s) will be appointed a five (5) year contract with optional extension periods of two (2) years, to be taken in one (1) year periods (5+1+1).

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

This concession is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £24,976,849

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

#### **II.2.1) Title**

Outdoor Advertising Lot 1- Digital Outdoor Estate

Lot No

1

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

- 79341000 - Advertising services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

NTL proposes to enter into one contract for each respective lot with the successful Tenderer for an initial period of five (5) years and an extension option for a further period of up to two (2) years to be taken in one (1) year periods for a maximum potential period of seven (7) years (5+1+1). NTL is conducting this procurement under the Concessions Contract Regulations, using a negotiated procedure without PQQ down selection in accordance with regulation 30. Lot 1- Digital Outdoor Estate focuses on: - Digital D6 - Digital Large Format - Digital Large Format Frame. Please see further details within the

ITN Part 2-Specification document.

### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: the criteria stated in the procurement documents

### **II.2.7) Duration of the concession**

Duration in months

60

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

The successful bidder is appointed a five (5) year contract with optional extension periods of two (2) years, to be taken in one (1) year periods (5+1+1).

## **II.2) Description**

### **II.2.1) Title**

Outdoor Advertising- Lot 2 Static Print Sites and Media Extensions

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

NTL proposes to enter into one contract for each respective lot with the successful Tenderer for an initial period of five (5) years and an extension option for a further period of up to two (2) years to be taken in one (1) year periods for a maximum potential period of seven (7) years (5+1+1). NTL is conducting this procurement under the Concessions Contract Regulations, using a negotiated procedure without PQQ down selection in accordance with regulation 30. Lot 2 Static Print Sites and Media Extensions focuses on: -4 sheet, 6 sheet, 12 sheet, 16 sheet, 48 sheet printed sites -Non-digital landmarks. Please see further details within the ITN Part 2-Specification document.

#### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: The criteria stated in the procurement documents

#### **II.2.7) Duration of the concession**

Duration in months

60

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

The successful bidder is appointed a five (5) year contract with optional extension periods of two (2) years, to be taken in one (1) year periods (5+1+1).

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

#### **II.2.1) Title**

Outdoor Advertising Services Lot 3- Static Gateline Estate

Lot No

3

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

- 79341000 - Advertising services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

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

NTL proposes to enter into one contract for each respective lot with the successful Tenderer for an initial period of five (5) years and an extension option for a further period of up to two (2) years to be taken in one (1) year periods for a maximum potential period of seven (7) years (5+1+1). NTL is conducting this procurement under the Concessions Contract Regulations, using a negotiated procedure without PQQ down selection in accordance with regulation 30. Lot 3- Static Gateline Estate focuses on: - Static Gatelines. Please see further details within the ITN Part 2- Specification document.

### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: The criteria stated in the procurement documents

### **II.2.7) Duration of the concession**

Duration in months

60

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

The successful bidder is appointed a five (5) year contract with optional extension periods of two (2) years, to be taken in one (1) year periods (5+1+1).

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-033723](#)

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## Section V. Award of concession

A concession/lot is awarded: Yes

### V.2) Award of concession

#### V.2.1) Date of concession award decision

28 March 2025

#### V.2.2) Information about tenders

Number of tenders received: 2

The concession has been awarded to a group of economic operators: No

#### V.2.3) Name and address of the concessionaire

JCDECAUX UK LTD

991 GREAT WEST ROAD

BRENTFORD

TW8 9DN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01679670

The concessionaire is an SME

No

#### **V.2.4) Information on value of concession and main financing terms (excluding VAT)**

Total value of the concession/lot: £16,455,456

Any other details relevant to the value of the concession

Total value of the concession/lot: £16,455,456

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## **Section V. Award of concession**

A concession/lot is awarded: Yes

### **V.2) Award of concession**

#### **V.2.1) Date of concession award decision**

28 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The concession has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the concessionaire**

JCDECAUX UK LTD

991 GREAT WEST ROAD

BRENTFORD

TW8 9DN

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01679670

The concessionaire is an SME

No

#### **V.2.4) Information on value of concession and main financing terms (excluding VAT)**

Total value of the concession/lot: £8,266,193

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## **Section V. Award of concession**

A concession/lot is awarded: Yes

### **V.2) Award of concession**

#### **V.2.1) Date of concession award decision**

28 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 2

The concession has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the concessionaire**

KBH ON-TRAIN MEDIA LTD

UNCOMMON, 4TH FLOOR, 1 LONG LANE

London, England,

SE1 4PG

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03532474

The concessionaire is an SME

No

**V.2.4) Information on value of concession and main financing terms (excluding VAT)**

Total value of the concession/lot: £255,200

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## **Section VI. Complementary information**

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

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=938106608> GO

Reference: GO-202547-PRO-30059046

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Telephone

+44 7929708826

Country

United Kingdom