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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

Telephone

+44 929708826

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

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

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).

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](#)

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

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

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

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

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+44 7929708826

Country

United Kingdom