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Planning

## **Pre Market Engagement: Station Advertising (Rail)**

Network Rail Infrastructure Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-015198

Procurement identifier (OCID): ocids-h6vhtk-045947

Published 13 May 2024, 4:58pm

### **Section I: Contracting authority**

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

Network Rail Infrastructure Ltd

Waterloo General Offices

London

SE1 8SW

#### **Contact**

Amerjeet Kaur

#### **Email**

[amerjeet.kaur@networkrail.co.uk](mailto:amerjeet.kaur@networkrail.co.uk)

#### **Telephone**

+44 1908781000

#### **Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Other activity

Rail

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**Section II: Object**

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

**II.1.1) Title**

Pre Market Engagement: Station Advertising (Rail)

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Network Rail (NR) is looking to procure a partner to manage, maintain and sell its station Advertising Space. This supports the aims of Network Rail to deliver vital revenue to be reinvested into the operational railway. Network Rail wishes to engage with Suppliers on this opportunity prior to going out to tender. This opportunity will generate sustainable income from the estate for investment in the rail infrastructure. Network Rail is looking for a Supplier that will be responsible for the full end-to-end service, from sales and strategy to the operation and maintenance of the station Advertising Space at its managed stations.

Network Rail wishes to engage with Suppliers on this opportunity prior to going out to tender (please see section II.2.4) Description of the procurement) for further information.

Network Rail will hold a Supplier Day in London on the 13 June 2024 where Suppliers will learn more about this opportunity. Please find details of how to register in the RFI document entitled 'Station Advertising (Rail) – RFI May 2024. This can be found under "view Current Opportunities" on our eSourcing Portal Bravo <https://networkrail.bravosolution.co.uk/web/login.html> under the heading of 'Station Advertising (Rail)'.

In addition, Network Rail will hold 1-2-1 sessions with suppliers who request this in their RFI response. There will be slots for the 1-2-1 sessions which will take place in the afternoon of the 13 June (after the market engagement presentation/event) and the whole day of the 14 June 2024 . Note: Should Network Rail be required to move the Market Engagement event date of 13 June 2024 and the 1-2-1 on the afternoon of the 13 June and 14 June (all day), Network Rail will inform the supplier who has expressed an interest via the email provided in their RFI response.

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

This contract is divided into lots: No

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

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

- 79341200 - Advertising management services

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

National. A breakdown of the network rail regional split can be found here

<https://www.networkrail.co.uk/running-the-railway/our-regions/>

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

Network Rail has circa 231 digital advertising assets and 1,431 static advertising assets within the Advertising Space at its Managed Stations and on land adjacent to tracks and railway stations within Network Rail's control. Note: Please also review draft specification provided.

The purpose of this RFI is to engage with the supply base and request information relating to

the existing solutions available in the market, specifically this RFI will look to address the following areas (but not limited to):

- 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 Network Rail's estate to market and the sales strategy

they may use.

- Identify any additional services or concepts that Network Rail has not considered – this information may then be considered to support Network Rail in developing its specification

for the future tender.

- Understand how suppliers work in a safe and sustainable manner; and
- Understand what commercial models currently used for this type of service and what does/does not work well.

Network Rail is seeking to understand the types of Suppliers that operate in the Out of Home advertising market, their strategy for delivering a range of activities, how they would manage Network Rail's current advertising estate and the future assets to be installed before the contract begins.

The Supplier will be responsible for (but not limited to):

- Advertising, promoting, and selling the Station Advertising Space.
- Managing and maintaining all Advertising Space and assets ensuring they are safe and available for sale.
- Conducting all visual and detailed safety inspections in accordance with the applicable Railway Group and Network Rail Company Standards

The locations for this requirement can be found within the RFI document under Table 1 – Managed Stations.

Please note:

Network Rail is looking to tender this requirement in the near future. Any potential tender event in relation to this requirement will be issued via the Network Rail procurement platform – BravoNR. 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 the 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.

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

Please note that any content received in response to this RFI will be used purely for information purposes only.

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

13 May 2024

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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: No

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## **Section VI. Complementary information**

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

To access the RFI submission document please go to our Bravo site and select view current opportunities.

<https://networkrail.bravosolution.co.uk/web/login.html>