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Tender

Media Planning and Buying Services

Northern Trains Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-015372

Procurement identifier (OCID): ocds-h6vhtk-0459a1

Published 14 May 2024, 7:05pm

Section I: Contracting entity

I.1) Name and addresses

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Email

holly.peters@northernrailway.co.uk

Telephone

+44 7929708826

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.northernrailway.co.uk

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/respond/HH83TG95BM>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/>

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning and Buying Services

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Northern Trains Limited (Northern) are looking for an experienced advertising media planning & buying agency to co-ordinate Core Media plans covering all above the line activity (including but not limited to TV, Radio, DOOH, other ambient OOH formats, cinema and Video on Demand) as well as paid digital display advertising be it for awareness, acquisition or retention purposes.

II.1.5) Estimated total value

Value excluding VAT: £16,480,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

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

Northern Trains Limited (Northern) are looking for an experienced advertising media planning & buying agency to co-ordinate Core Media plans covering all above the line activity (including but not limited to TV, Radio, DOOH, other ambient OOH formats, cinema and Video on Demand) as well as paid digital display advertising be it for awareness, acquisition or retention purposes. NTL is conducting this procurement using the negotiated procedure in accordance with regulation 47 of the Utilities Contracts Regulations 2016. Following the ITN Stage, NTL proposes to enter into one contract with the successful Tenderer for an initial period of 2 years and optional extension for a further period of two (2) years, to be taken in one (1) year periods, for a maximum potential period of four (4) years.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £16,480,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the ITN Stage, NTL proposes to enter into one contract with the successful Tenderer for an initial period of 2 years and two optional extension periods of one (1) year , for a maximum potential period of four (4) years.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6

Objective criteria for choosing the limited number of candidates:

Maximum of top 6 scoring tenderers from SQ stage invited to ITN stage.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

14 June 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-York:-Advertising-services./HH83TG95BM>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/HH83TG95BM>

GO Reference: GO-2024514-PRO-26036386

VI.4) Procedures for review

VI.4.1) Review body

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom