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Not applicable

## **Media Planning and Buying Services**

Northern Trains Limited

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-015373

Procurement identifier (OCID): ocids-h6vhtk-0459a2

Published 14 May 2024, 7:05pm

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

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **Email**

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

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## **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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2024/S 000-668150](#)

## Section VII. Changes

### VII.1) Information to be changed or added

#### VII.1.2) Text to be corrected in the original notice

Section number

II.2.4

Place of text to be modified

Description of procurement

Instead of

Text

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.

Read

Text

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. Contract end date amended within the notice published to Contracts Finder on the 14th of May 2024, from the 2nd of January 2026 to 2nd of January 2029. This duration includes the initial term of two (2) years commencing 2nd January 2025 up to 2nd January 2027, and two optional extensions to be taken in one (1)

year periods for a total estimated value of £16,480,000 for the full 4 year duration.

## **VII.2) Other additional information**

Contract end date amended from 2nd of January 2026 to 2nd of January 2029. This duration includes the initial term of two (2) years, up to 2nd January 2027, and two optional extensions to be taken in one (1) year periods for a total estimated value of £16,480,000 for the full 4 year duration.

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-26042645