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Contract

## **Outdoor Advertising Services**

Northern Trains Limited

F25: Concession award notice

Notice identifier: 2024/S 000-015424

Procurement identifier (OCID): ocds-h6vhtk-042518

Published 15 May 2024, 12:05pm

### **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 7929708826

#### **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

Other 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 seeking Media Partner(s) for the provision of Outdoor Advertising. This tender is split into 3 separate lots: •Lot 1- NTL Digital Outdoor Estate •Lot 2- Print 6 Sheet Poster Sites and Tactical Media Solutions •Lot 3- Experiential and Station Activation

#### **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: £6,900,000

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

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

Lot 1- NTL 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 is looking to commercialise the outdoor (digital and paper) offering as well as the numerous tactical outdoor media solutions we have to offer. We are also looking for suppliers to leverage brand and experiential activation opportunities. 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 will be appointed a 2 year contract with two optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: •Lot 1- Northern Digital Outdoor Estate. Including gate line advertising and the development of new roadside D48 sites.

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

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

- Criterion: Concession is awarded on the basis of the criteria stated in the procurement documents

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

Duration in months

24

#### **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**

24 month initial term with the option to extend by two periods of 12 months. Lot not awarded.

## **II.2) Description**

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

Lot 2- Print 6 sheet poster sites and tactical media solution

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 is looking to commercialise the outdoor (digital and paper) offering as well as the numerous tactical outdoor media solutions we have to offer. We are also looking for suppliers to leverage brand and experiential activation opportunities. 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 will be appointed a 2 year contract with two optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: •Lot 2 – Print 6 sheet poster sites and tactical media solutions.

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

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

- Criterion: Concession is awarded on the basis of the criteria stated in the procurement documents

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

Duration in months

24

### **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**

24 month initial term with two optional extension periods of 12 months.

Lot not awarded.

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

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

Lot 3- Experiential and Station Activation

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 is looking to commercialise its station experiential and brand activation offering. We operate across numerous high footfall stations in the North of England and with an average station dwell time of 30 mins we can provide a key opportunity for sampling and brand engagement. We are looking for suppliers to leverage our station space with brand and experiential activation opportunities that may drive revenue and enhance the customer experience. 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 will be appointed a 2 year contract with two

optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: Lot 3-Experiential and Station Activation.

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

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

- Criterion: Concession is awarded on the basis of the criteria stated in the procurement documents

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

Duration in months

24

### **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**

24 month initial term with two optional extension periods of 12 months.

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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: [2023/S 000-036586](#)

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

### **Lot No**

1

### **Title**

Lot 1- NTL Digital Outdoor Estate

A concession/lot is awarded: No

### **V.1) Information on non-award**

The concession/lot is not awarded

Other reasons (discontinuation of procedure)

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

### **Lot No**

2

### **Title**

Lot 2- Print 6 sheet poster sites and tactical media solution

A concession/lot is awarded: No

### **V.1) Information on non-award**

The concession/lot is not awarded

Other reasons (discontinuation of procedure)

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

### **Lot No**

3

### **Title**

Lot 3- Experiential and Station Activation

A concession/lot is awarded: Yes

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

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

26 April 2024

#### **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**

SpaceandPeople PLC

3rd Floor Delta House, 50 West Nile Street

Glasgow

G1 2NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC212277

The concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £161,000

Total value of the concession/lot: £161,000

Any other details relevant to the value of the concession

£17,500 minimum guaranteed revenue for NTL P/A even if no revenue has been generated.

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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=862093773>

GO Reference: GO-2024515-PRO-26049945

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

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom