

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/015424-2024>

Contract

Outdoor Advertising Services

Northern Trains Limited

F25: Concession award notice

Notice identifier: 2024/S 000-015424

Procurement identifier (OCID): ocids-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

Telephone

+44 7929708826

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

Other 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 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.

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](#)

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)

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)

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.

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