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Planning

## **Pre Market Engagement - NR Managed Stations and Car Parks, Ancillary advertising**

Network Rail Infrastructure Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-015650

Procurement identifier (OCID): ocds-h6vhtk-0343c8

Published 7 June 2022, 3:10pm

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

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

Network Rail Infrastructure Ltd

1 Eversholt Street

London

NW1 2DN

#### **Email**

[Vicky.Brown2@networkrail.co.uk](mailto:Vicky.Brown2@networkrail.co.uk)

#### **Telephone**

+44 1908781000

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

**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

Railway services

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**Section II: Object**

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

**II.1.1) Title**

Pre Market Engagement - NR Managed Stations and Car Parks, Ancillary advertising

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This Market Sounding Briefing and Questionnaire (“Market Sounding”), has been issued by Network Rail in advance of finalising a proposal to procure advertising services at

Network Rail Managed Stations on behalf of Network Rail's Retail Property team. The main purpose is for Network Rail to understand the solutions that are available before commencing with a formal competition. The Network Rail Retail Property team is responsible for generating sustainable income from its estate for re-investment in our rail infrastructure.

### **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

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

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:

- Understand the current innovation within the marketplace to support Network Rail in developing requirements for any potential future tender activity;
- Identify any additional capabilities or concepts that Network Rail have not considered – this information can then be used to support Network Rail in developing its requirements for any potential future tender activity;
- Understanding the commercial models used by suppliers in this market place.

Please note that any content received in response to this RFI will be used purely for information purposes only and will not be deemed as forming part of any proposed bid now, or any potential future tender.

The current requirement is for Network Rail (NR) to team up with a media partner who is able to provide both ticket gate and washroom advertising in both static and digital where possible. This would cover 21 NR managed stations.

Whilst the core requirements are for ticket gates and washroom advertising NR would like to explore whether there is an interest in advertising within its 33 NR owned car parks.

NR are seeking to understand if there are suppliers within the marketplace that can deliver against all 3 requirements as a combined service or within one or two of areas mentioned above (i.e. ticket gates/washrooms/car parks). Subject to the interest received in response to this opportunity NR may decide to tender this future opportunity as a combined service or execute separate tenders for each of these opportunities.

The type of advertising NR would like to consider opportunities for in our car parks are as follows:

- Digital at entry, exit and pay and display machines
- Static advertising or info point advertising
- Banner advertising
- Sponsorship of car park / EV assets
- Lift advertising
- Ticket advertising
- Mobile digital
- In house car parking apps

We understand that “one solution fits all” may not be appropriate in every environment, however we welcome all advertising types within the areas selected. We are looking for opportunities that compliment our current advertising offer in Managed Stations provided by our advertising partner. NR is seeking to understand the full range of opportunities available in the marketplace. Interested Suppliers may propose a range of available advertising solutions but should explain their suitability in differing environments. All advertising must comply with vigorous safety standards, details of which can be provided at a later stage.

The footfall in washrooms pre COVID was 42 million per annum. There are 10,000 spaces across 33 car parks with an average occupancy of 80% per year

A full list of locations can be found on the NR Bravo Platform.

[https://networkrail.bravosolution.co.uk/esop/toolkit/opportunity/current/list.si?reset=true&resetstored=true&\\_ncp=1654605700281.556397-1](https://networkrail.bravosolution.co.uk/esop/toolkit/opportunity/current/list.si?reset=true&resetstored=true&_ncp=1654605700281.556397-1)

NR may be looking to tender this requirement in the near future. Any potential tender event in relation to this requirement will be issued via the NR procurement platform – Bravo which can be found at the following link:

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

Please note any discussions which do occur will cease immediately should a formal competition ultimately be announced. NR is committed to ensuring fairness, openness and transparency, and to following EU 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.

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

This PIN does not constitute a call for competition to procure any services, supplies or works mention. NR is not liable for any costs, fees, or expenses incurred by any party in replying to or attending any PIN event. Any procurement of any services, supplies or works by NR will be carried out strictly in accordance with the provisions of the Concession Contract Regulations 2016

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

5 June 2023

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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