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Contract

## **P-2899 On Vehicle Advertising 2025**

Translink

F06: Contract award notice – utilities

Notice identifier: 2024/S 000-018573

Procurement identifier (OCID): ocds-h6vhtk-044aaa

Published 17 June 2024, 11:04am

### **Section I: Contracting entity**

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

Translink

Procurement Department

Belfast

BT2 7LX

#### **Email**

[procurement@translink.co.uk](mailto:procurement@translink.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

## **I.6) Main activity**

Urban railway, tramway, trolleybus or bus services

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## **Section II: Object**

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

#### **II.1.1) Title**

P-2899 On Vehicle Advertising 2025

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Translink wishes to appoint a Contractor to provide On Vehicle Advertising services. The appointed Contractor will be responsible for the placement of advertising on Translink vehicles, to include Ulsterbus and Metro services. This encompasses around 1050 vehicles at present. The service will include selling available advertising space on Translink vehicles, liaising with media agencies and advertising outlets, printing of advertisements, liaising with bus depots, posting and removal of adverts and digital advertising. Tenderers should note that this is a revenue generating contract.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £10,000,000

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

#### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

#### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

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

Translink wishes to appoint a Contractor to provide On Vehicle Advertising services. The appointed Contractor will be responsible for the placement of advertising on Translink vehicles, to include Ulsterbus and Metro services. This encompasses around 1050 vehicles at present. The service will include selling available advertising space on Translink vehicles, liaising with media agencies and advertising outlets, printing of advertisements, liaising with bus depots, posting and removal of adverts and digital advertising. Tenderers should note that this is a revenue generating contract.

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 40

Cost criterion - Name: Cost / Weighting: 60

**II.2.11) Information about options**

Options: Yes

Description of options

The contract will run for an initial term of 5 years (60 months), with a further option to extend for a period of up to 60 months (5+5). The initial term will commence on 1st January 2025.

**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**

The listed value of the procurement reflects the anticipated maximum revenue to be generated throughout the lifetime of the contract.

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### IV.2) Administrative information

#### IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-008951](#)

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## Section V. Award of contract

### Contract No

1

### Title

Contract

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

17 June 2024

#### V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

GLOBAL OUTDOOR MEDIA LIMITED

7th Floor Lacon House, 84 Theobalds Road

LONDON

WC1X 8NL

Email

[martin.heatley@global.com](mailto:martin.heatley@global.com)

Country

United Kingdom

NUTS code

- UK - United Kingdom

Internet address

<https://etendersni.gov.uk/epps>

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £10,000,000

Total value of the contract/lot: £10,000,000

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## **Section VI. Complementary information**

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

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

High Court

Belfast

Country

United Kingdom