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Planning

Pre Market Engagement- Creative Services Framework

Network Rail Infrastructure Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-030511

Procurement identifier (OCID): ocids-h6vhtk-049d60

Published 24 September 2024, 3:29pm

Section I: Contracting authority

I.1) Name and addresses

Network Rail Infrastructure Ltd

Waterloo General Offices

London

SE1 8SW

Email

Dylan.White@networkrail.co.uk

Telephone

+44 1908781000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.networkrail.co.uk/>

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Pre Market Engagement- Creative Services Framework

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Network Rail has identified a requirement to put in place a framework agreement for the provision of creative and strategic solutions to communicate national, regional, internal, and external messages.

The Framework Agreement will contain two lots:

- Lot 1 – Strategic and Campaign Services
- Lot 2 – Creative and Production Services

Suppliers will deliver creative solutions to communicate national, regional, internal, and external messages.

Further information on the scope of services can be viewed within the Request for Information document. To access the Request for Information document please go to our Bravo Site and select view current [opportunities.https://networkrail.bravosolution.co.uk/web/login.html](https://networkrail.bravosolution.co.uk/web/login.html).

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Lot No

1 & 2

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

For further information relating to Network Rails requirements and to respond please review the document – “Request for Information Network Rail Creative Services Tender ” via the instructions below:

1. Follow the link - <https://networkrail.bravosolution.co.uk/web/login.html>
2. From the welcome screen, access the “View Current Opportunities” link and select "Creative Services Framework Tender"
3. Click on the attachment – Request for Information Network Rail Creative Services Tender
4. Once completed, please send your submission document via email as an attachment to dylan.white@networkrail.co.uk with the email subject “Creative Services Framework RFI [Company Name]”.
5. Any questions and/or clarifications in respect of this RFI should be directed to dylan.white@networkrail.co.uk.
6. The response deadline for this RFI is 17:00 15th October 2024
7. If you are interested in the opportunity but are unable to complete the RFI by the response deadline, please email dylan.white@networkrail.co.uk confirming your expression of interest.

The purpose of this RFI is to:

- Engage with the supply market and understand the level of interest in bidding for this potential future opportunity.
- Allow suppliers who are interested in any potential future tender activity relating to this requirement, to be aware of the procurement platform that will be used and provide them with the steps to complete qualification to this platform if requested (should they not have already done so).
- Identify suitable suppliers available in the market.
- Identify the capacity and capabilities of the suppliers available in the market.
- Understanding views of the supply market on the scope and structure of the proposed framework agreement.
- Identify any additional services, requirements, or concepts that Network Rail have not considered – this information may then be considered to support Network Rail in developing/updating its specification for the tender opportunity.

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 or potential future tender.

II.2.14) Additional information

The RFI does not constitute a call for competition to procure any services, supplies or works mentioned therein, and Network Rail will not accept any proposals offered in response to the RFI. Network Rail is not liable for any costs, fees, or expenses incurred by any party in replying to or attending any RFI event. Any procurement of any services, supplies or works by Network Rail will be carried

II.3) Estimated date of publication of contract notice

10 February 2025

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

Section VI. Complementary information

VI.3) Additional information

Please email dylan.white@networkrail.co.uk confirming your interest in this opportunity if you are unable to complete the RFI document.