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Planning

## **Outdoor Advertising Services**

Northern Trains Limited

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-031256

Procurement identifier (OCID): ocids-h6vhtk-04a455

Published 30 September 2024, 7:05pm

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

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

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **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.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

Rail Transport 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**

Northern Trains Limited (NTL) is seeking expressions of interest from suppliers to provide outdoor advertising services that generate revenue for both the supplier and NTL through utilising NTL's estate in the form of a concession contract. This form of notice is one

available under the Utilities Contract 2016 and is being used solely to notify the market of this forthcoming contract opportunity. Any future procurement process is not expected to be subject to the Utilities Contract Regulations 2016 and resulting agreements from any future procurement process shall be concession contract(s). It is anticipated that NTL shall publish a tender for this requirement in mid October 2024.

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

This contract is divided into lots: Yes

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

- Lot 1- Digital Outdoor Estate
- Lot 2- Static Print Sites and Media Extensions
- Lot 3- Static Gate line Estate

## **II.2) Description**

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

Outdoor Advertising Services Lot 1- 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**

Northern Trains Ltd (NTL) are seeking commercial partner(s) to provide outdoor

advertising services that generate revenue for both the supplier and Northern through utilising NTL's estate. Lot 1- Digital Outdoor Estate shall include: • Digital D6 • Digital Large Format • Digital Large Format Frame

## **II.2) Description**

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

Outdoor Advertising Services Lot 2- Static Print Sites and Media Extensions

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**

Northern Trains Ltd (NTL) are seeking commercial partner(s) to provide outdoor advertising services that generate revenue for both the supplier and Northern through utilising NTL's estate. Lot 2 – Print 6 sheet poster sites and tactical media solutions shall include: • 4 sheet, 6 sheet, 12 sheet, 16 sheet, 48 sheet printed sites • Landmarks (of varying formats) • Stair, bridge (internal and external) and escalator panels; with the written approval of the Company Representative • Banner, pendants & flagpoles; • Stair advertising; • Floor media; • Running boards (station sign sponsorship) or "Home Of" station sponsorship; (Non-exclusive: may be sold by the Company or the Supplier with written approval of the Company Representative) •Any vinyl applications to non-advertising structures; and any other site, format and/or product which is developed throughout the Term and is designated as a "Non-Standard Advertising Display"

## **II.2) Description**

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

## Outdoor Advertising Services Lot 3- Static Gate line Estate

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**

Northern Trains Ltd (NTL) are seeking commercial partner(s) to provide outdoor advertising services that generate revenue for both the supplier and Northern through utilising NTL's estate. Lot 3- Static Gateline Estate shall include: Northern Trains Ltd (NTL) are seeking commercial partner(s) to provide outdoor advertising services that generate revenue for both the supplier and Northern through utilising NTL's estate. Lot 3- Static Gateline Estate shall include: • Static Gatelines

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

18 October 2024

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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

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## **Section VI. Complementary information**

### **VI.3) Additional information**

As part of this process individual workshops are available to interested providers, with multiple time slots available. To register an interest in this opportunity providers must submit an 'Expression of Interest' (EOI) by email to [Holly.Peters@northernrailway.co.uk](mailto:Holly.Peters@northernrailway.co.uk).

By expressing an interest, suppliers will be able to, select a preference on a first come first serve basis for a date to attend a market engagement workshop. Each workshop will cover the same agenda.

These workshops will be delivered via Microsoft Teams and will last for 45 mins.

They are scheduled on the following dates:

- Tuesday 8th October 2024- 12:00- 12:45
- Tuesday 8th October 2024- 12:50-13:35
- Tuesday 8th October 2024 – 13:40-14:25
- Tuesday 8th October 2024- 14:30- 15:15
- Wednesday 9th October 2024- 11:30-12:15

Further dates may be released if necessary.

When selecting a preference for a workshop slot, please state your first and second preference, if possible, and we will try our best to accommodate.

Please note that feedback from the workshops will be shared with every provider who has expressed an interest however will be anonymised.

Please be aware that this PIN will close on 7th October 2024 09:00, and all EOI's will need to be submitted via email to [Holly.Peters@northernrailway.co.uk](mailto:Holly.Peters@northernrailway.co.uk) prior to this deadline.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=892415749>

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