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Contract

## **Transport Out of Home Advertising at Managed Stations, Roadside, Bridges and onTrains**

Transport for Wales Rail Limited (Utility Buyer)

F06: Contract award notice – utilities

Notice identifier: 2023/S 000-032817

Procurement identifier (OCID): ocids-h6vhtk-03695d

Published 6 November 2023, 3:43pm

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

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

Transport for Wales Rail Limited (Utility Buyer)

3 Llys Cadwyn, Pontypridd

Rhondda Cynon Taf

CF37 4TH

#### **Email**

[nathan.jones@tfwrail.wales](mailto:nathan.jones@tfwrail.wales)

#### **Telephone**

+44 2920720500

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://www.tfwrail.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA80566](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA80566)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.6) Main activity**

Railway services

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**Section II: Object**

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

**II.1.1) Title**

Transport Out of Home Advertising at Managed Stations, Roadside, Bridges and onTrains

Reference number

TEN050

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

1.1 Transport for Wales has possession and control of space at both its stations and on land adjacent to tracks, roads, bridges, and railway stations which is or may in due course

be available as out of home (OOH) advertising space. Transport for Wales is seeking to establish an exclusive Concession Agreement with a suitable media owner or similar organisation to manage, promote and exploit its transport advertising space.

The Seller (Concessionaire) will provide Transport advertising to cover the following areas;

Transport Out of Home Advertising at Managed Stations, Roadside and Bridges

Out of Home (OOH) on Station,

Roadside and Rail Bridges

Land and Buildings

Interchanges

Transport Experiential Marketing and Promotion at Managed Stations

Experiential

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

This contract is divided into lots: No

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

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

- 79341000 - Advertising services

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

NUTS codes

- UKL - Wales

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

Transport for Wales has possession and control of space at both its stations and on land adjacent to tracks, roads, bridges, railway stations and on-train which is or may in due course be available as out of home (OOH) advertising space. Transport for Wales is seeking to establish an exclusive Concession Agreement with a suitable media owner or similar organisation to manage, promote and exploit its transport advertising space.

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Experiential

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: Yes

Description of options

Scope may change during the duration of the contract to include the addition or removal of sites or assets

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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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: [2022/S 000-032129](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

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

30 March 2023

#### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: Yes

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

SpaceandPeople

3rd Floor Delta House, 50 West Nile Street

Glasgow

G12NP

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Route Media

7 Stadium Close

Cardiff

CF117TS

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

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## **Section VI. Complementary information**

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

(WA Ref:135998)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom