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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): ocds-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

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.6) Main activity

Railway services

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

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](#)

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

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