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Tender

## **Roadside Advertising**

Network Rail Infrastructure Ltd

F24: Concession notice

Notice identifier: 2023/S 000-034165

Procurement identifier (OCID): ocds-h6vhtk-041b03

Published 17 November 2023, 4:31pm

### **Section I: Contracting authority/entity**

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

Network Rail Infrastructure Ltd

Waterloo General Offices

London

SE1 8SW

#### **Email**

[Vicky.Brown2@networkrail.co.uk](mailto:Vicky.Brown2@networkrail.co.uk)

#### **Telephone**

+44 1908781000

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Applications or, where applicable, tenders must be submitted electronically via

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

Applications or, where applicable, tenders must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Rail Industry

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## **Section II: Object**

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

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

Roadside Advertising

Reference number

34432

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

- 79341000 - Advertising services

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

Services

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

Network Rail (NR) is looking to procure a supplier(s) to manage maintain and sell

advertising on NR owned digital and/or static panels on our roadside estate. These are located nationwide across England, Scotland and Wales. This supports the aims of NR to deliver vital revenue to be reinvested into the operational railway. This opportunity will generate sustainable income from the estate for investment in the rail infrastructure.

Network Rail is looking for a Supplier(s) who will be responsible for the full end-to-end service from sales and strategy to the operation and maintenance of all our roadside digital and/or static panels.

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

This concession is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

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

Lot 1 and Lot 2 in the event the same supplier is successful on both Lots

## **II.2) Description**

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

Static Advertising

Lot No

1

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

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services

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

NUTS codes

- UK - United Kingdom

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

The Supplier will be responsible for:

- Advertising, promoting and selling roadside advertising on NR owned static panels;
- Managing and maintaining all static panels (including the structure) ensuring they are safe and available for sale to advertisers;
- Conducting all safety inspections

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

Concession is awarded on the basis of the criteria stated in the procurement documents

### **II.2.7) Duration of the concession**

Start date

12 August 2024

End date

11 August 2031

### **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 initial term is for 7 years with the option to extend for three extensions of 12 month each. For avoidance of doubt, the value stated herein is for the full 10 years (120 months).

## **II.2) Description**

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

Digital Advertising

Lot No

2

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

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services

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

NUTS codes

- UK - United Kingdom

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

The Supplier will be responsible for:

- Advertising, promoting and selling roadside advertising on NR owned digital panels;
- Managing and maintaining all digital panels (including the structure) ensuring they are safe and available for sale to advertisers;

- Conducting all safety inspections

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

Concession is awarded on the basis of the criteria stated in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £88,194,150

#### **II.2.7) Duration of the concession**

Start date

12 August 2024

End date

11 August 2031

#### **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 initial term is for 7 years with the option to extend for three extensions of 12 months each. For avoidance of doubt, the value stated herein is for the full 10 years (120 months)

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for submission of applications or receipt of tenders**

Date

26 February 2024

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

The estimated value for Lot 1 over the term including contract extensions is £27,260,000 plus a 10% contract change threshold of £2,726,000.

The estimated value for Lot 2 over the term including contract extensions is £80,176,500 plus a 10% contract change threshold of £8,017,650.

The above values are estimated based on Net Revenue against a forecast number of digital and static panels over the contract term. The forecast number of panels is included in the ITT document 'Instructions to Participants' and the Agreement (the 'contract').

The procurement may hold an e-Auction which may be followed by a negotiation stage as set out in the procurement documents. .

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

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

High Court

London

Country

United Kingdom