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Planning

## **Virtual pre market engagement event- Creative Services Framework**

Network Rail Infrastructure Ltd

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-034693

Procurement identifier (OCID): ocds-h6vhtk-04b16d

Published 25 October 2024, 2:36pm

### **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](mailto: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**

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Virtual pre market engagement event- 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.

This notice is linked to the previous notice that was published regarding the potential tender of Network Rail's creative services framework ( notice reference 2024/S 000-030511)- <https://www.find-tender.service.gov.uk/Notice/030511-2024> .

Please note, the deadline for responding to the questionnaire in the Request for Information document referred to in the previous notice has now passed.

Network Rail will be hosting a virtual market engagement event to provide an overview of the framework requirements on the 11th of November.

If you are interested in attending the event, please register via the following link- <https://events.teams.microsoft.com/event/c57ff0d1-7294-4e5d-b9dc-42e1b00bdbec@c22cc3e1-5d7f-4f4d-be03-d5a158cc9409>

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

This contract is divided into lots: Yes

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

### **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**

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.

For further information relating to Network Rail's requirements please review the document – “Virtual Market Engagement Event Network Rail Creative Services Tender (2).docx” 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 – Virtual Market Engagement Event Network Rail Creative Services Tender (2).docx

### **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