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Planning

Station Advertising

NETWORK RAIL INFRASTRUCTURE LIMITED

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036202

Procurement identifier (OCID): ocids-h6vhtk-055626

Published 30 June 2025, 3:58pm

Scope

Description

The requirement is for a Concessionaire to maintain, manage, operate, and exploit the Concession Advertising Space at operated stations.

The scope of the concession opportunity will be more fully described in the tender notice and associated tender documents. This is currently intended to include the advertising space at stations operated by Network Rail from concession contract commencement but with mechanisms to allow for additional advertising space at other stations to be added.

As part of planned reforms to the rail industry, including the establishment of Great British Railways (GBR), it is possible that stations currently operated by train operators contracted by the Secretary of State for Transport may also come within the scope of such contract although the timing and volume of such additional advertising opportunities is not yet known. The pre-market engagement will include exploring suitable mechanisms for modification of the concession contract in the future and incorporation of such assets during the life of the concession contract.

In addition, the concession contract and procurement process will provide for potential transfer of either the procurement process or the resulting contract itself in the event that this is required due to the establishment of GBR, rail reform or other corporate

restructuring.

More information on the requirements and how to respond to the market engagement questions and register to attend the supplier engagement day can be found via the opportunity listing that has been published on Bravo (Network Rail's procurement system) - <https://networkrail.bravosolution.co.uk/web/login.html>. The opportunity listing can be found by clicking on 'current opportunities' and is under the heading 'Station Advertising'.

The deadline to respond to the pre-market engagement questions and express your interest in attending the supplier engagement day is 14th July 2025 at 12pm.

Total value (estimated)

- £1,040,000,000 excluding VAT
- £1,300,000,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2028 to 31 March 2036
- Possible extension to 31 March 2038
- 10 years

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

14 July 2025

Engagement process description

Suppliers are required to respond to the market engagement questions by 14th July 2025 at 12pm. All suppliers who have responded to the market engagement questions and have expressed an interest in attending the supplier engagement day will be invited.

It is anticipated that the supplier engagement day will be held in London on 22nd July 2025.

For information regarding how to respond to the market engagement questions and register to attend the supplier engagement day, please refer to the attachment within the opportunity listing that has been published on Bravo (Network Rail's procurement system) - <https://networkrail.bravosolution.co.uk/web/login.html>. The opportunity listing can be found by clicking on 'current opportunities' and is under the heading 'Station Advertising'.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Procedure

Special regime

Concession

Contracting authority

NETWORK RAIL INFRASTRUCTURE LIMITED

- Public Procurement Organisation Number: PNZN-9524-VCQJ

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London

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United Kingdom

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Region: UKI45 - Lambeth

Organisation type: Public authority - central government