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Contract

Award Notice Roadside Advertising

Network Rail Infrastructure Ltd

F25: Concession award notice

Notice identifier: 2024/S 000-036400

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

Published 11 November 2024, 12:30pm

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

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://networkrail.bravosolution.co.uk/web/login.html>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Rail Industry

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Award Notice Roadside Advertising

Reference number

prj_34433

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Network Rail (NR) went out to tender to look to procure a partner to manage maintain and sell its roadside advertising assets. This supports the aims of NR to deliver vital revenue to be reinvested into the operational railway.

This concession will generate sustainable income from the estate for investment in the rail infrastructure.

The supplier will be responsible for the full end-to-end service from sales and

strategy to the operation and maintenance of all roadside advertising assets on behalf of Network Rail.

The service will commence on 01/01/2025.

II.1.6) Information about lots

This concession is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £307,490,778

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 described below:

- Criterion: Financial
- Criterion: Commercial
- Criterion: Social Value

II.2.7) Duration of the concession

Duration in months

84

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

84 months is the initial term of the contract. The contract includes 3 extension options (subject to Network Rail's discretion) of 12+12+12 months for a total term of 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 described below:

- Criterion: Financial
- Criterion: Commercial
- Criterion: Social Value

II.2.7) Duration of the concession

Duration in months

84

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

84 months is the initial term of the contract. The contract includes 3 extension options (subject to Network Rail's discretion) of 12+12+12 months for a total term of 120 months.

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-034165](#)

Section V. Award of concession

Lot No

1

Title

Static Roadside Advertising

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

30 September 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 3

The concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the concessionaire

Primesight Ltd

7th Floor, Lacon House, 84 Theobalds Road

London

WC1X 8NL

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01847728

The concessionaire is an SME

No

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £56,159,320

Any other details relevant to the value of the concession

The value is based on net revenue and excludes the contract change threshold of £50m which is added to the value of Lot 1 plus Lot 2 to make up the total contract value.

Section V. Award of concession

Lot No

2

Title

Digital Roadside Advertising

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

30 September 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

The concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the concessionaire

Primesight Ltd

7th Floor, Lacon House, 84 Theobalds Road

London

WC1X 8NL

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

01847728

The concessionaire is an SME

No

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £201,331,458

Any other details relevant to the value of the concession

The value is based on net revenue and excludes the contract change threshold of £50m which is added to the value of Lot 1 plus Lot 2 to make up the total contract value.

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom