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Tender

Outdoor Advertising Services

Northern Railway

F24: Concession notice

Notice identifier: 2023/S 000-036586

Procurement identifier (OCID): ocids-h6vhtk-042518

Published 12 December 2023, 7:05pm

The closing date and time has been changed to:

25 January 2024, 12:00pm

See the [change notice](#).

Section I: Contracting authority/entity

I.1) Name and addresses

Northern Railway

Holly Peters, Toft Green

UK-York: Installation services of electrical and m

YO1 6JT

Contact

Holly Peters

Email

holly.peters@northernrailway.co.uk

Telephone

+44 7929708826

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.northernrailway.co.uk

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-UK-York:-Installation-services-of-electrical-and-m:-Advertising-services./7Y9E794K5Q>

Additional information can be obtained from the above-mentioned address

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

<https://www.delta-esourcing.com>

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Outdoor Advertising Services

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

NTL is seeking Media Partner(s) for the provision of Outdoor Advertising. This tender is split into 3 separate lots:

- Lot 1- NTL Digital Outdoor Estate
- Lot 2- Print 6 Sheet Poster Sites and Tactical Media Solutions
- Lot 3- Experiential and Station Activation

II.1.5) Estimated total value

Value excluding VAT: £6,900,000

II.1.6) Information about lots

This concession is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Lot 1- NTL Digital Outdoor Estate

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

NTL is looking to commercialise the outdoor (digital and paper) offering as well as the numerous tactical outdoor media solutions we have to offer. We are also looking for suppliers to leverage brand and experiential activation opportunities. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking in addition to asking all those things of us in return. The successful bidder will be appointed a 2 year contract with two optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: •Lot 1- Northern Digital Outdoor Estate. Including gate line advertising and the development of new roadside D48 sites.

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

Duration in months

48

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

For more information about this opportunity, please visit the Delta portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-York:-Installation-services-of-electrical-and-m:-Advertising-services./7Y9E794K5Q>

To respond to this opportunity, please click here: <https://www.delta-esourcing.com/respond/7Y9E794K5Q>

II.2) Description

II.2.1) Title

Lot 2- Print 6 sheet poster sites and tactical media solution

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

NTL is looking to commercialise the outdoor (digital and paper) offering as well as the numerous tactical outdoor media solutions we have to offer. We are also looking for suppliers to leverage brand and experiential activation opportunities. We strive to be

outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking in addition to asking all those things of us in return. The successful bidder will be appointed a 2 year contract with two optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: •Lot 2 – Print 6 sheet poster sites and tactical media solutions.

II.2.5) Award criteria

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

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

To respond to this opportunity, please click here: <https://www.delta-sourcing.com/respond/8AB5449AR9>

II.2) Description

II.2.1) Title

Lot 3- Experiential and Station Activation.

Lot No

3

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

NTL is looking to commercialise its station experiential and brand activation offering. We operate across numerous high footfall stations in the North of England and with an average station dwell time of 30 mins we can provide a key opportunity for sampling and brand engagement. We are looking for suppliers to leverage our station space with brand and experiential activation opportunities that may drive revenue and enhance the customer experience. We strive to be outstanding in everything we do. We want to work with people who are committed to delivering the highest possible level of performance in everything that they do. We want to work with a partner who is open to ideas, to collaboration, to challenges and to new ways of thinking in addition to asking all those things of us in return. The successful bidder will be appointed a 2 year contract with two optional extension periods of a year (2+1+1). The purpose of this lot is to focus on: Lot 3- Experiential and Station Activation.

II.2.5) Award criteria

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

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

To respond to this opportunity, please click here: <https://www.delta-sourcing.com/respond/933QXH6J24>

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

Originally published as:

Date

11 January 2024

Local time

12:00pm

Changed to:

Date

25 January 2024

Local time

12:00pm

See the [change notice](#).

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-UK-York:-Installation-services-of-electrical-and-m:-Advertising-services./7Y9E794K5Q>

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GO Reference: GO-20231212-PRO-24751164

VI.4) Procedures for review

VI.4.1) Review body

Department for Transport

Great Minster House, 33 Horseferry Road

London

SW1P 4DR

Country

United Kingdom