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Tender

## **Outdoor Advertising Services**

Northern Railway

F24: Concession notice

Notice identifier: 2023/S 000-036586

Procurement identifier (OCID): ocds-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](mailto: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](http://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

Advertising Services

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## **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-esourcing.com/respond/933QXH6J24>

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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

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## **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



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## **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>

To respond to this opportunity, please click here:

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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