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Tender

## **Experiential Services**

Northern Trains Limited

F05: Contract notice – utilities

Notice identifier: 2024/S 000-038918

Procurement identifier (OCID): ocds-h6vhtk-04c1d7

Published 3 December 2024, 2:05pm

The closing date and time has been changed to:

**31 January 2025, 12:00pm**

See the [change notice](#).

## **Section I: Contracting entity**

### **I.1) Name and addresses**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

#### **Email**

[Holly.Peters@northernrailway.co.uk](mailto:Holly.Peters@northernrailway.co.uk)

#### **Telephone**

+44 929708826

**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/respond/BV94CU5G38>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Railway services

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

Experiential Services

**II.1.2) Main CPV code**

- 79342000 - Marketing services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

Northern Trains Limited (Northern) are looking for an agency partner to deliver experiential activations on our behalf. Experiential activations will need to be true to the Northern brand, authentic and relevant to our consumer.

### **II.1.5) Estimated total value**

Value excluding VAT: £720,000

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

This contract is divided into lots: No

## **II.2) Description**

### **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**

Northern Trains Limited (NTL) is conducting this procurement using the negotiated procedure in accordance with regulation 47 of the Utilities Contracts Regulations 2016. Following the ITN Stage, NTL proposes to enter into one contract with the successful Tenderer for an initial period of two (2) years with extension options for a further period of up to two (2) years that are to be taken in up to one (1) year periods for a maximum potential period of four (4) years.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Following the ITN Stage, NTL proposes to enter into one contract with the successful Tenderer for an initial period of two (2) years. There will be an extension option for a further period of two (2) years that can be taken in one (1) year periods (1+1) for a maximum potential period of up to four (4) years.

## **II.2.10) Information about variants**

Variants will be accepted: No

## **II.2.11) Information about options**

Options: No

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Originally published as:

Date

17 January 2025

Local time

12:00pm

Changed to:

Date

31 January 2025

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-York:-Marketing-services./BV94CU5G38>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/BV94CU5G38>

GO Reference: GO-2024123-PRO-28746422

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Country

United Kingdom