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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

Telephone

+44 929708826

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/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

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

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

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