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Contract

0757 Bus Shelters and Advertising

Essex County Council

F03: Contract award notice

Notice identifier: 2024/S 000-005680

Procurement identifier (OCID): ocds-h6vhtk-038c6a

Published 21 February 2024, 2:17pm

Section I: Contracting authority

I.1) Name and addresses

Essex County Council

County Hall, Market Road

Chelmsford

CM1 1QH

Contact

Mr Ryan Morley

Email

ryan.morley@essex.gov.uk

Telephone

+44 3330134237

Country

United Kingdom

Region code

UKH3 - Essex

Internet address(es)

Main address

<https://www.essex.gov.uk/>

Buyer's address

<https://www.essex.gov.uk/>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

0757 Bus Shelters and Advertising

Reference number

DN678942

II.1.2) Main CPV code

- 44000000 - Construction structures and materials; auxiliary products to construction (except electric apparatus)

II.1.3) Type of contract

Supplies

II.1.4) Short description

Essex County Council are looking to procure a supplier who is able to provide bus stop advertising, including infrastructure across all 12 of it's districts.

The purpose of this procurement activity is to secure an Essex-wide Bus Shelter contract that provides the maintenance of 1290 shelters in-scope, increasing to 1960 over the lifetime of the contract, also including the build, maintenance and installation of new or replacement shelters and to the selling of advertising space at agreed bus shelter locations. The expected value of the 10-year contract is estimated to be between £10 million and £30 million, with an option to extend by a further 5 years.

II.1.6) Information about lots

This contract is divided into lots: No

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

Lowest offer: £10,000,000 / Highest offer: £30,000,000 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKH3 - Essex

II.2.4) Description of the procurement

Under the proposed agreement and the proposed arrangements with the new contractor ECC will be the Lead Party and will procure a 'concession' contract with a supplier where ECC will become the owner of all district council owned bus shelters in Essex. The bus shelters currently owned by contractors – mainly those used for advertising - will be removed by the outgoing contractor unless they are transferred to ECC.

ECC will use capital money to buy new bus shelters from the new contractor to replace those removed and, subject to funding being available, in additional locations. The Contractor will sell advertising, where viable, on the shelters and maintain all shelters. In selling advertising, the contractor will comply with our advertising policy and ECC will retain right to direct removal of any advertisement it considers to be unsuitable. ECC will receive a minimum income and there will be a profit-sharing mechanism where ECC and the contractor split income. Any surplus funds will be spent on bus infrastructure. In addition to the Council becoming the owner of all bus shelters currently owned by district councils, it would be agreed that bus shelters in all new locations would similarly be provided via the contract.

This will provide a larger estate to leverage the best commercially-focussed, concession contract from the market. For clarity, Parish and Town Council owned shelters are not included in the scope of the contract. The contract will enable those Councils to purchase shelters through it, via the current and established Local Highways Panel process, enabling an alignment, over time, with the new, consistent bus shelter estate desired. The contract would require the contractor to undertake a pro-active maintenance programme for shelters, to ensure a higher quality standard than is currently consistently achieved across Essex. The implementation of this contract forms part of the Council's wider approach to increasing sustainable transport use across the County. The increase in bus shelters across the County aides the comfort of bus passengers and increases the likelihood of those services being accessed by new users.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 25

Quality criterion - Name: Social Value / Weighting: 5

Cost criterion - Name: Capital Costs / Weighting: 32

Cost criterion - Name: Minimum Income Guarantee / Weighting: 35

Cost criterion - Name: Bill of Quantities / Weighting: 3

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-020026](#)

Section V. Award of contract

Contract No

0757 - Bus Shelters and Advertising

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 January 2024

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Clear Channel UK Ltd

33 Golden Square

London

W1F 9JT

Email

laura.andrews@clearchannel.co.uk

Country

United Kingdom

NUTS code

- UKH3 - Essex

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £10,000,000 / Highest offer: £30,000,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court, Royal Courts of Justice

The Strand

London

WC2A 2LL

Telephone

+44 2079476000

Country

United Kingdom