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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](mailto: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

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**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

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## **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](#)

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## **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](mailto: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

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## **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