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Tender

West Midlands Cycle Hire Scheme Sponsorship

West Midlands Combined Authority

F24: Concession notice

Notice identifier: 2022/S 000-005961

Procurement identifier (OCID): ocds-h6vhtk-031de2

Published 3 March 2022, 10:45pm

Section I: Contracting authority/entity

I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

Email

david.bailey@wmca.org.uk

Telephone

+44 3453036760

Country

United Kingdom

NUTS code

UKG - West Midlands (England)

Internet address(es)

Main address

<https://wmca.org.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://wmca.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Applications or, where applicable, tenders must be submitted electronically via

<https://wmca.bravosolution.co.uk>

Applications or, where applicable, tenders must be submitted to the above-mentioned address

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

West Midlands Cycle Hire Scheme Sponsorship

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

We're looking for an ambitious and innovative partner to sponsor our popular fleet of bikes and eBikes across the West Midlands.

West Midlands Cycle Hire is the largest cycle hire scheme to launch in the UK since London in 2010, with 1,500 bikes and eBikes available across Birmingham, Coventry, Sandwell, Stourbridge, Solihull, Sutton Coldfield, Walsall and Wolverhampton.

We are excited to invite organisations to bid for the rights to sponsor the scheme to October 2025, with the potential to extend for a further three years. You will play a key role in making cycling accessible to the 2.6 million people living in the region, delivering tangible public health and sustainability outcomes.

Expressions of interest and tender documents can be obtained from the Bravo site:

<http://wmca.bravosolution.co.uk>

project_525 - West Midlands Cycle Hire Scheme Sponsorship

ITT: itt_1053 - West Midlands Cycle Hire Scheme Sponsorship

All communication must be via the above e-tendering system.

II.1.5) Estimated total value

Value excluding VAT: £7,000,000

II.1.6) Information about lots

This concession is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

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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

End date

31 October 2028

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 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

Section IV. Procedure

IV.2) Administrative information

IV.2.2) Time limit for submission of applications or receipt of tenders

Date

4 April 2022

Local time

12:00pm

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

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VI.4) Procedures for review

VI.4.1) Review body

WMCA

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom