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Planning

RBWM Bus Shelter Advertising

Royal Borough of Windsor & Maidenhead

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-007834

Procurement identifier (OCID): ocids-h6vhtk-04e950 ([view related notices](#))

Published 4 March 2025, 12:34pm

Scope

Description

The Royal Borough of Windsor and Maidenhead (RBWM) is seeking to engage with potential media partners for advertising concessions on its bus shelters, commencing from Autumn 2025. This opportunity involves the right to sell and display advertising on bus shelters that have the appropriate planning permission across the borough.

RBWM's asset list includes approximately 867 bus stops, with potential opportunities for both static and digital advertising post assessment. Currently, 38 of our shelters feature traditional format static 6-sheet posters. The selected supplier will be responsible for the posting and scheduling of adverts, as well as the installation and maintenance of all advertising assets. This includes both traditional poster panels and digital networks, where awarded.

While the maintenance and cleaning of the bus shelters are currently managed by third parties, RBWM will be looking to work with the selected supplier on options available for the installation, maintenance, and cleaning of the advertising panels on the bus shelters.

RBWM has yet to decide the delivery model to be used, including the use of lots, contract length, preferred revenue model. Therefore the purpose of this Preliminary Market Engagement is to provide initial feedback to assist with determining this outcome.

Contract dates (estimated)

- 19 November 2025 to 19 November 2030
- Possible extension to 19 November 2035
- 10 years, 1 day

Main procurement category

Services

CPV classifications

- 44212321 - Bus shelters
- 79341000 - Advertising services
- 79342000 - Marketing services

Contract locations

- UKJ11 - Berkshire

Engagement

Engagement deadline

18 March 2025

Engagement process description

RBWM has yet to decide the delivery model to be used, including the use of lots, contract length, preferred revenue model. Therefore the purpose of this Preliminary Market Engagement is to provide initial feedback to assist with determining this outcome.

All questions are not mandatory, however RBWM encourages completion of all questions (if necessary) in order to make an informed and thorough decision.

Questions five and six pertain to a separate asset list. This list, containing sensitive information, is available upon request and should not be distributed or shared.

Please use this link <https://forms.office.com/e/QgCMhrSm76> to complete the questionnaire.

This link will divert you to questionnaire. Please contact aaron.fernandes@RBWM.gov.uk to request the asset list.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Special regime

Concession

Contracting authority

Royal Borough of Windsor & Maidenhead

- Public Procurement Organisation Number: PJQM-1124-QDHW

St Ives Road

Maidenhead

SL6 1RF

United Kingdom

Email: aaron.fernandes@rbwm.gov.uk

Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government