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Award

Supply and Maintenance of Bus Shelters with Advertising Opportunities

Reading Borough Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-013494

Procurement identifier (OCID): ocds-h6vhtk-05d707 ([view related notices](#))

Published 13 February 2026, 2:42pm

Scope

Reference

RBCP00002405

Description

Reading Borough Council (The Council) is looking to appoint a Supplier (The Supplier) to supply, install and maintain its estate of bus shelters and where suitable freestanding digital advertising units (FSUs) and potentially other street furniture capable of integrating advertising displays.

Contract 1. Supply and Maintenance of Bus Shelters with Advertising Opportunities

Supplier

- JCDECAUX UK LIMITED

Contract value

- £2,200,000 including VAT

Above the relevant threshold

Award decision date

13 February 2026

Date assessment summaries were sent to tenderers

13 February 2026

Standstill period

- End: 24 February 2026
- 8 working days

Earliest date the contract will be signed

20 March 2026

Contract dates (estimated)

- 10 May 2026 to 9 May 2041
- Possible extension to 9 May 2044
- 18 years

Description of possible extension:

1x1x1 extensions

Performance indicators consistently met

Estimated revenue met or exceeded

Strategic alignment / collaboration.

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

Option to purchase additional Bus shelters and free standing units.

CPV classifications

- 50000000 - Repair and maintenance services

Contract locations

- UKJ11 - Berkshire

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Special regime

Concession

Supplier

JCDECAUX UK LIMITED

- Companies House: 01679670
- Public Procurement Organisation Number: PZJD-5242-DJLH

991 Great West Road

Middlesex

TW8 9DN

United Kingdom

Email: cecile.turfrey@jcdecaux.com

Website: <http://www.jcdecaux.co.uk>

Region: UKI75 - Hounslow and Richmond upon Thames

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Supply and Maintenance of Bus Shelters with Advertising Opportunities

Contracting authority

Reading Borough Council

- Public Procurement Organisation Number: PWBJ-9435-VXQQ

Bridge Street

Reading

RG1 2LU

United Kingdom

Email: pchub@reading.gov.uk

Website: <https://www.reading.gov.uk/>

Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government