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Award

WCC Bus Shelters, advertising and maintenance

Warwickshire County Council

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

Notice identifier: 2026/S 000-013640

Procurement identifier (OCID): ocids-h6vhtk-058499 ([view related notices](#))

Published 13 February 2026, 5:32pm

Scope

Reference

WCC-22249

Description

Warwickshire County Council is seeking to procure a Supplier to provide a comprehensive service for the advertising, maintenance, and cleansing of council owned bus shelters across the County.

Warwickshire County Council currently own and maintain around 302 Bus Shelters across the County. This number is flexible due to ongoing installations delivered through the capital programme however, the numbers presented in this brief are considered a realistic representation of the current network.

Currently, 83 Bus Shelters across Warwickshire's estate are fitted with advertising panels

80 shelters are equipped for traditional paper-based advertising

3 shelters feature digital advertising displays

All existing bus shelters are the property of Warwickshire County Council, and those installed or replaced under this contract, including both new installations and replacement of existing units, will be and will remain the property of Warwickshire County Council.

The primary objectives of this contract, each of equal importance, are as follows:

To generate advertising revenue for the Council through the use of bus shelters.

To ensure all bus shelters are consistently clean, well presented, and visually appealing.

To maintain all shelters so they remain safe, functional, and fit for public use.

To have a Supplier capable of supplying, installing, removing and relocating bus shelters at the Councils request.

Contract 1

Supplier

- TRUEFORM ENGINEERING LIMITED

Contract value

- £3,000,000 excluding VAT
- £3,600,000 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

25 February 2026

Contract dates (estimated)

- 25 February 2026 to 25 February 2036
- Possible extension to 25 February 2041
- 15 years, 1 day

Description of possible extension:

The initial term of the contract will be 10 years with a possible extension of 60 months.

Main procurement category

Services

Additional procurement category

Goods

Options

The right to additional purchases while the contract is valid.

The Council reserves the right to make additional purchases during the contract that fall under the category of Bus shelters, bus shelter maintenance and related advertising.

CPV classifications

- 44212321 - Bus shelters
- 79341000 - Advertising services

Contract locations

- UKG - West Midlands (England)

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 2 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)

Submission

Submission type

Tenders

Procedure

Procedure type

Competitive flexible procedure

Special regime

Concession

Supplier

TRUEFORM ENGINEERING LIMITED

- Companies House: 01324196
- Public Procurement Organisation Number: PBRC-5954-RMXP

Unit 12 Pasadena Trading Estate

Hayes

UB3 3NQ

United Kingdom

Email: sales@trueform.co.uk

Website: <http://www.trueform.com>

Region: UKI74 - Harrow and Hillingdon

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

Contracting authority

Warwickshire County Council

- Public Procurement Organisation Number: PDTN-5446-NMXW

Shire Hall

Warwick

CV34 4SA

United Kingdom

Email: procurement@warwickshire.gov.uk

Website: <http://www.warwickshire.gov.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government