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Contract

CWC22085 Digital Advertising - Concession

Wolverhampton City Council

F03: Contract award notice

Notice identifier: 2024/S 000-016475

Procurement identifier (OCID): ocds-h6vhtk-0361ee

Published 24 May 2024, 2:31pm

Section I: Contracting authority

I.1) Name and addresses

Wolverhampton City Council

Civic Centre, St Peters Square

Wolverhampton

WV1 1RL

Contact

Mrs Sheena Douglas

Email

Sheena.Douglas@wolverhampton.gov.uk

Telephone

+44 1902556556

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.wolverhampton.gov.uk>

Buyer's address

<http://www.wolverhampton.gov.uk>

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

CWC22085 Digital Advertising - Concession

Reference number

DN629120

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Concession Contract

City of Wolverhampton Council (the Council) is seeking engaged suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids

are made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1 / Highest offer: £551,500 taken into consideration

II.2) Description

II.2.1) Title

Lot 1 A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

Lot No

1

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material
- 34928470 - Signage
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30%

Price - Weighting: 70%

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

II.2) Description

II.2.1) Title

Lot 2 A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

Lot No

2

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material
- 34928470 - Signage

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

This is a Concession Contract

Lot 2

A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30%

Price - Weighting: 70%

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

II.2) Description

II.2.1) Title

Lot 3 A4150 Ring Road, on the central reservation at the junction with Bath Road

Lot No

3

II.2.2) Additional CPV code(s)

- 34928470 - Signage

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

This is a Concession Contract

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30

Price - Weighting: 70

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

II.2) Description

II.2.1) Title

Lot 4 A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

Lot No

4

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

This is a Concession Contract

Lot 4

A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30%

Price - Weighting: 70%

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

II.2) Description

II.2.1) Title

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

Lot No

5

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

This is a Concession Contract

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30%

Price - Weighting: 70%

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

II.2) Description

II.2.1) Title

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

Lot No

6

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material

II.2.3) Place of performance

NUTS codes

- UKG - West Midlands (England)

II.2.4) Description of the procurement

This is a Concession Contract

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

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II.2.5) Award criteria

Quality criterion - Name: Quality (Including Social Value) / Weighting: 30%

Price - Weighting: 70%

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

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-023422](#)

Section V. Award of contract

Contract No

CWC22085

Lot No

2

Title

Lot 2 - A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 April 2024

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Radiant Media

London

EC4A 1JP

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £120,000 taken into consideration

Section V. Award of contract

Contract No

CWC22085

Lot No

6

Title

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 April 2024

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Radiant Media Limited

12 New Fetter Lane

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £1 / Highest offer: £120,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Wolverhampton City Council

Wolverhampton

Country

United Kingdom