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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](mailto: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

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## **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)

City of Wolverhampton Council (the Council) is seeking to engage a 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:

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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)

City of Wolverhampton Council (the Council) is seeking to engage a 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:

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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

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

City of Wolverhampton Council (the Council) is seeking to engage a 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:

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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)

City of Wolverhampton Council (the Council) is seeking to engage a 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
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- 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 to be 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.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

City of Wolverhampton Council (the Council) is seeking to engage a 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:

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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

City of Wolverhampton Council (the Council) is seeking to engage a 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:

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- 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

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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

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## **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](#)

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## **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

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**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



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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Wolverhampton City Council

Wolverhampton

Country

United Kingdom