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Planning

Outdoor Advertising - Bus Stops, Streets and Car Parks

Royal Borough of Windsor & Maidenhead

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

Notice identifier: 2025/S 000-016961

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

Published 25 April 2025, 11:07am

Scope

Description

The Royal Borough of Windsor and Maidenhead (RBWM) is seeking to further engage with potential media partners for outdoor advertising concessions.

RBWM initially published a preliminary market engagement for Bus Shelters Advertising to assist in deciding the delivery model to be used, including the use of lots, contract length, preferred revenue model.

With this decision not yet made, RBWM wishes to publish a further Preliminary Market Engagement to assist with determining this outcome.

If you have previously participated in our Bus Shelter preliminary market engagement we welcome further involvement, however this preliminary market engagement focuses on other Outdoor Advertisement.

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

- 79340000 - Advertising and marketing services

Contract locations

- UKJ11 - Berkshire

Engagement

Engagement deadline

9 May 2025

Engagement process description

The questionnaire contains questions centred around Outdoor Advertising, in particular roundabout advertising, car park advertising, and lamp post advertising. Therefore, we acknowledge that some questions may not be applicable. However, RBWM welcomes detailed completion of all questions in order to aid an informed and thorough decision

Please use this link <https://forms.office.com/e/rgDyis74C7> to complete the questionnaire.

Deadline for engagement is Friday 9th May 2025, 17:00

If you have previously engaged with Bus Shelter Advertising and you wish to further engage with this further market engagement, RBWM welcomes you to participate.

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

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Maidenhead

SL6 1RF

United Kingdom

Email: aaron.fernandes@rbwm.gov.uk

Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government