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Contract

## **Large Scale Digital Screens and Advertising Concession Contract**

Cardiff Council

F03: Contract award notice

Notice identifier: 2025/S 000-017500

Procurement identifier (OCID): ocids-h6vhtk-04838f

Published 29 April 2025, 10:08am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Cardiff Council

County Hall, Atlantic Wharf

Cardiff

CF10 4UW

#### **Contact**

Laura Pine

#### **Email**

[CorporateandTransport@cardiff.gov.uk](mailto:CorporateandTransport@cardiff.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKL22 - Cardiff and Vale of Glamorgan

**Internet address(es)**

Main address

<https://www.cardiff.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0422](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0422)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

Large Scale Digital Screens and Advertising Concession Contract

Reference number

ERFX1008582

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Cardiff Council are proposing the installation of digital advertising screens at key locations around the outer areas and main arterial routes into Cardiff.

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.2) Description**

#### **II.2.1) Title**

Lot 1 Queensgate Roundabout

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Queensgate Roundabout, Cardiff, Wales.

#### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend

for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 Gabalfa Interchange (Bridge)

Lot No

2

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Gabalfa Interchange (Bridge) Cardiff, Wales.

#### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 Eastern Ave Llanederyn Interchange

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Eastern Ave Llanederyn Interchange, Cardiff, Wales.

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 Culverhouse Cross

Lot No

4

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Culverhouse Cross, Cardiff, Wales.

## **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

## **II.2.5) Award criteria**

Price

## **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 Newport Road Rumney Hill



Lot No

5

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Newport Road, Rumney Hill, Cardiff, Wales.

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

## **II.2.5) Award criteria**

Price

## **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 Cardiff Gate Interchange M4

Lot No

6

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Cardiff Gate Interchange M4, Wales.

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the

individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

## **II.2.5) Award criteria**

Price

## **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 7 Heol Pontpennau (Wedding Cake)

Lot No

7

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Heol Pontprennau (Wedding Cake) Cardiff, Wales

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

### **II.2.5) Award criteria**

Price

### **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 8 Pontprennau Interchange (Bridge)

Lot No

8

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Pontprennau Interchange (Bridge) Cardiff, Wales

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the

opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

### **II.2.5) Award criteria**

Price

### **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 9 Cogan Spur / Ferry Road Interchange

Lot No

9

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Cogan Spur / Ferry Road Interchange, Cardiff, Wales.

#### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 10 Rover Way / Southern Way Verge

Lot No

10

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Rover Way / Southern Way Verge, Cardiff, Wales.

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.



Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 11 Pentwyn Interchange (Bridge)

Lot No

11

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

#### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Pentwyn Interchange (Bridge) Cardiff, Wales

#### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are

attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

## **II.2.5) Award criteria**

Price

## **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 12 East Tyndal Street / Ocean Way Verge

Lot No

12

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

**II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

East Tyndal Street / Ocean Way Verge, Cardiff, Wales

**II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

**II.2.5) Award criteria**

Price

### **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 13 Eastern Bay Link / Ocean Way Roundabout

Lot No

13

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Eastern Bay Link / Ocean Way Roundabout, Cardiff, Wales

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward.

The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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 14 Newport Road / Malbourn Road Central Reservation

Lot No

14

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Newport Road / Malbourn Road Central Reservation, Cardiff, Wales.

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

### **II.2.5) Award criteria**

Price

### **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 15 Penarth Road Opposite Pumping Station (Verge)

Lot No

15

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Penarth Road Opposite Pumping Station (Verge) Cardiff, Wales

### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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## **II.2.5) Award criteria**

Price

## **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 16 All Lots

Lot No

16

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance



Cardiff, Wales

#### **II.2.4) Description of the procurement**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

#### **II.2.5) Award criteria**

Price

#### **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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-003375](#)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

15

### **Title**

Lot 15 Penarth Road Opposite Pumping Station (Verge)

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

---

## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

2

### **Title**

Lot 2 Gabalfa Interchange (Bridge)

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

---

## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

3

### **Title**

Lot 3 Eastern Ave Llanederyn Interchange

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

4

### **Title**

Lot 4 Culverhouse Cross

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

---

## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

5

### **Title**

Lot 5 Newport Road Rumney Hill

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

6

### **Title**

Lot 6 Cardiff Gate Interchange M4

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

7

### **Title**

Lot 7 Heol Pontprennau (Wedding Cake)

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)



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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

8

### **Title**

Lot 8 Pontprennau Interchange (Bridge)

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

9

### **Title**

Lot 9 Cogan Spur / Ferry Road Interchange

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

10

### **Title**

Lot 10 Rover Way / Southern Way Verge

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

11

### **Title**

Lot 11 Pentwyn Interchange (Bridge)

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

12

### **Title**

Lot 12 East Tyndal Street / Ocean Way Verge

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

13

### **Title**

Lot 13 Eastern Bay Link / Ocean Way Roundabout

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

14

### **Title**

Lot 14 Newport Road / Malbourn Road Central Reservation

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

16

### **Title**

Lot 16 All Lots

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)



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## **Section V. Award of contract**

### **Contract No**

ERFX1008582

### **Lot No**

1

### **Title**

Lot 1 Queensgate Roundabout

A contract/lot is awarded: No

### **V.1) Information on non-award**

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(WA Ref:150357)

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

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

High Court

Royal Courts of Justice, The Strand

London

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