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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): ocds-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

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

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

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

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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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

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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 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.

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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 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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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.

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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 7 Heol Pontprennau (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.

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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 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

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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 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.

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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 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.

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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 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.

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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 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

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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 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

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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 14 Newport Road / Malbourough 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 / Malbourough Road Central Reservation, Cardiff, Wales.

II.2.4) Description of the procurement

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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 15 Penarth Road Opposite Pumping Station (Verge)

Lot No

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

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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

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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

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](#)

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)

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)

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)

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)

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)

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)

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)

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)

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)

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)

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)

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)

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)

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

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom