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Tender

## **Concession for the provision of Passenger Waiting Shelters Advertising and free Standing Advertising Units**

Warrington Borough Council

F02: Contract notice

Notice identifier: 2021/S 000-018316

Procurement identifier (OCID): ocds-h6vhtk-02cefa

Published 30 July 2021, 8:28pm

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

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

Warrington Borough Council

New Town House, Buttermarket Street

Warrington

WA1 2NH

#### **Contact**

Mr Phill O'Connor

#### **Email**

[philo'connor@warrington.gov.uk](mailto:philo'connor@warrington.gov.uk)

#### **Telephone**

+44 1925443905

#### **Country**

United Kingdom

**NUTS code**

UKD61 - Warrington

**Internet address(es)**

Main address

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

Buyer's address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.the-chest.org.uk](http://www.the-chest.org.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.the-chest.org.uk](http://www.the-chest.org.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**

## Concession for the provision of Passenger Waiting Shelters Advertising and free Standing Advertising Units

Reference number

DN465089

### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

### **II.1.3) Type of contract**

Services

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

Concessions for advertising within the borough for two provisions

Lot 1 – the Bus Shelter Advertising Concession

Lot 2 – the Free Standing Unit (FSU) Advertising Concession

Bidders may bid for one or both lots

It is intended that the concession(s) shall have a minimum duration of 10 years, commencing in July 2020. However bidders will be asked to propose suitable lengths of contract to establish the most economically advantageous proposal for both parties with regular review and change mechanisms will apply at the 5th anniversary of the contract.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

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

Lot No

1

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

- 79341000 - Advertising services

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

NUTS codes

- UKD61 - Warrington

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

**BUS (PASSENGER WAITING) SHELTERS**

The Council seeks expressions of interest from suitably qualified providers to take on future provision by replacement and the repair and maintenance responsibilities of the estate, a commitment to the refurbishment or replacement of a proportion over the terms of this contract as well as a potential revenue return to the Council. In exchange, the successful future supplier will be able to display adverts at the 175 sites. The current advertising units are double sided.

The Council is seeking to establish a revenue income from the advertising generated, the Council acknowledges that moving towards use of digital advertising should be the future direction to maximise this opportunity.

The Council is seeking providers to:

- Provide the shelters
- Maintain the shelters
- Provide advertising within the shelters
- Provide a revenue income to the Council based on revenue generated to the Provider from the advertising

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

It is intended that the concession(s) shall have a minimum duration of 10 years, commencing in April 2022. However bidders will be asked to propose suitable lengths of contract to establish the most economically advantageous proposal for both parties with regular review and change mechanisms applying from the 5th anniversary of the contract.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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 No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKD61 - Warrington

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

FREE STANDING UNITS

The council is seeking expressions of interest in the provision of Free Standing Advertising Units. At this stage the bidders will be asked for initial tender proposals.

Following negotiations, those proposals in which the council has interest will be asked to further develop the proposals and submit a tender. These units can be single or double sided. Bidders will be asked to identify suitable sites within the borough for the placement of these Units.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

It is intended that the concession(s) shall have a minimum duration of 10 years, commencing in April 2022. However bidders will be asked to propose suitable lengths of contract to establish the most economically advantageous proposal for both parties with regular review and change mechanisms applying from the 5th anniversary of the contract.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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**

Competitive procedure with negotiation

#### **IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

31 August 2021

Local time

5:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

Warrington Borough Council

Warrington

Country

United Kingdom