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Contract

SCC - MS - Surrey Advertising Small Format Roadside Digital Display in Surrey

Surrey County Council

F25: Concession award notice

Notice identifier: 2024/S 000-024654

Procurement identifier (OCID): ocds-h6vhtk-04168a

Published 6 August 2024, 11:59am

Section I: Contracting authority/entity

I.1) Name and addresses

Surrey County Council

Woodhatch Place, 11 Cockshot Hill

REIGATE

RH28EF

Contact

Melisa Suleyman

Email

melisa.suleyman@surreycc.gov.uk

Country

United Kingdom

Region code

UKJ26 - East Surrey

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

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

Buyer's address

<https://supplierlive.proactisp2p.com/Account/Login>

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

SCC - MS - Surrey Advertising Small Format Roadside Digital Display in Surrey

Reference number

RFX1000477

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Surrey County Council (Contracting Authority) is seeking to establish a County-wide digital 6-sheet advertising concession primarily for the purposes of income generation. The rights available will allow for the installation and operation of free-standing digital 6-sheet display units for the purposes of commercial advertising on County Council controlled land and/or highway within the named territories for a period of ten (10) years.

For clarity, the Council is seeking to contract with a Media Owner i.e., a company that will provide, install, and operate the advertising displays as well as sell the space. The Council is not looking for a 'supply and install only' arrangement. The contract will be a concession contract.

In tendering these rights, the Council seek to appoint a service provider with the skills and experience to establish and operate a 'best in class' concession along with the creativity and ambition to drive performance and optimise benefit in all its forms. This should include an environmental proposition of the highest quality that will continue to keep pace with evolving technologies and practices as the contract progresses.

The Council expects the successful bidder to work with both it and the Borough and District Councils at a local level to secure a premium service for the residents of Surrey that delivers above and beyond expectation; in return you will find it to be a pragmatic and supportive partner.

II.1.5) Estimated total value

Value excluding VAT: £9,400,000

Method used for calculating the estimated value of the concession

Specified in other concession documents

II.1.6) Information about lots

This concession is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £9,400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material

II.2.3) Place of performance

NUTS codes

- UKJ25 - West Surrey
- UKJ26 - East Surrey

Main site or place of performance

Surrey

II.2.4) Description of the procurement

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II.2.5) Award criteria

Concession is awarded on the basis of the criteria described below:

- Criterion: Price
- Criterion: Quality
- Criterion: Social Value

II.2.7) Duration of the concession

Duration in months

120

II.2.14) Additional information

10 years

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-032963](#)

Section V. Award of concession

Lot No

N/A

Title

SCC - MS - Surrey Advertising Small Format Roadside Digital Display in Surrey

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

1 August 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received by electronic means: 3

The concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the concessionaire

TRUEFORM ENGINEERING LIMITED

Unit 12 Pasadena Trading Estate, Pasadena Close, Pump Lane,

Hayes, Middlesex,

UB3 3NQ

Country

United Kingdom

NUTS code

- UKI74 - Harrow and Hillingdon

Companies House

01324196

The concessionaire is an SME

No

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £9,400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of Justice

London

Country

United Kingdom