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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](mailto: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

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## **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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

High Court of Justice

London

Country

United Kingdom