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Contract

Advertising Bus Shelter Provision and Free- Standing Advertising Unit Provision

Sunderland City Council

F03: Contract award notice

Notice identifier: 2021/S 000-026211

Procurement identifier (OCID): ocds-h6vhtk-02c924

Published 20 October 2021, 8:12am

Section I: Contracting authority

I.1) Name and addresses

Sunderland City Council

Civic Centre, Burdon Road

Sunderland

SR2 7DN

Contact

Mrs Julie Rogerson

Email

julie.rogerson@sunderland.gov.uk

Telephone

+44 7909320869

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

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

Buyer's address

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

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**

Advertising Bus Shelter Provision and Free- Standing Advertising Unit Provision

Reference number

DN556627

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

Sunderland City Council (the Council) is seeking to increase and maximise its revenue streams through Bus Shelter and Free-Standing Unit advertising, provision will be procured on a Concession basis.

In order to open the market, provide competition and achieve best value, advertising via Bus Shelter provision and Free-Standing Advertising Units (FSAU's) will be procured under 2 separate lots as detailed below:

- Lot 1 – Advertising Bus Shelter Provision
- Lot 2 – Free-Standing Advertising Units Provision

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £6,950,000

II.2) Description

II.2.1) Title

Advertising Bus Shelter Provision

Lot No

1

II.2.2) Additional CPV code(s)

- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Sunderland

II.2.4) Description of the procurement

Provision Advertising Bus Shelter

II.2.5) Award criteria

Quality criterion - Name: Quality Pass/Fail / Weighting: 0

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Quality Social Value / Weighting: 5

Price - Weighting: 55

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

Free-Standing Advertising Units Provision

Lot No

II.2.2) Additional CPV code(s)

- 79300000 - Market and economic research; polling and statistics

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Sunderland

II.2.4) Description of the procurement

Free-Standing Advertising Units Provision

II.2.5) Award criteria

Quality criterion - Name: Quality Pass/Fail / Weighting: 0

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Quality Social Value / Weighting: 5

Price - Weighting: 55

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: [2021/S 000-016818](#)

Section V. Award of contract

Lot No

1

Title

Advertising Bus Shelter Provision

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 October 2021

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Clear Channel UK Ltd

33 Golden Square

London

W1F 9JT

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £4,150,000

Section V. Award of contract

Lot No

2

Title

Free-Standing Advertising Units Provision

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 October 2021

V.2.2) Information about tenders

Number of tenders received: 3

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

V.2.3) Name and address of the contractor

Clear Channel UK Ltd

33 Golden Square

London

W1F 9JT

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,800,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Sunderland City Council

Burdon Road

Sunderland

SR2 7DN

Country

United Kingdom