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Planning

## **WEST MIDLANDS CYCLE HIRE SCHEME SPONSORSHIP OPPORTUNITY PRIOR INFORMATION NOTICE**

West Midlands Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-027892

Procurement identifier (OCID): ocids-h6vhtk-02f461

Published 5 November 2021, 10:44pm

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

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

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

#### **Email**

[Alex.Hackett@wmca.org.uk](mailto:Alex.Hackett@wmca.org.uk)

#### **Telephone**

+44 3453036760

#### **Country**

United Kingdom

**NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

[www.wmca.org.uk](http://www.wmca.org.uk)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**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**

WEST MIDLANDS CYCLE HIRE SCHEME SPONSORSHIP OPPORTUNITY PRIOR INFORMATION NOTICE

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

West Midlands Combined Authority (WMCA) launched a public cycle hire scheme in February 2021. Operated by SERCO under a contract that runs to October 2025, with an option for a further three-year extension, the scheme enables members of the public to

rent bicycles for short journeys from fixed docking points throughout the WMCA region. The scheme is planned to consist of approximately 2,000 bikes by early 2022, of which approximately 1,675 will be 'standard' pedal bikes and 325 e-bikes, distributed across 260 docking stations. By 2024 the scheme is planned to consist of 3,000 bikes, including a higher proportion of e-bikes. The scheme will, consequently, be the second-largest in the UK after London's scheme, serving the second-largest urban population in the country.

WMCA is now making the opportunity available for a brand to sponsor the scheme. Sponsorship rights are anticipated to include (but not necessarily be limited to):

- Naming rights to the scheme (eg "Sponsor's Name Bikes" or similar, to be agreed)
- Creation of composite official scheme logo, incorporating the sponsor's name/logo
- Sponsor's branding on the bikes: rear wheel fins (x 2 per bike) and front basket
- Sponsor's branding on signage at docking stations
- Sponsor's branding on bike redistribution vehicles
- Sponsor's branding on scheme digital assets: website; app

A notice will be issued at a later date inviting interested parties to submit bids for the sponsorship. It is currently anticipated that this tender process will take place in January or February 2022, though this is subject to change.

The structure of the tender is still to be defined.

WMCA has appointed PHAR Partnerships Ltd as its exclusive agency to represent WMCA in marketing this sponsorship opportunity. Parties interested in obtaining further information and/or expressing interest in the sponsorship opportunity should contact David Hoggins, Partnerships Director at PHAR Partnerships:

Email: [david.hoggins@pharpartnerships.com](mailto:david.hoggins@pharpartnerships.com)

Tel: 07854 745753

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,100,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKG - West Midlands (England)

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

West Midlands Combined Authority (WMCA) launched a public cycle hire scheme in February 2021. Operated by SERCO under a contract that runs to October 2025, with an option for a further three-year extension, the scheme enables members of the public to rent bicycles for short journeys from fixed docking points throughout the WMCA region. The scheme is planned to consist of approximately 2,000 bikes by early 2022, of which approximately 1,675 will be 'standard' pedal bikes and 325 e-bikes, distributed across 260 docking stations. By 2024 the scheme is planned to consist of 3,000 bikes, including a higher proportion of e-bikes. The scheme will, consequently, be the second-largest in the UK after London's scheme, serving the second-largest urban population in the country.

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### **II.3) Estimated date of publication of contract notice**

31 January 2022

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No