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Planning

The Provision, Installation, Cleaning & Maintenance of Bus Shelters with Rights to Advertise

Vale of Glamorgan Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-028708

Procurement identifier (OCID): ocds-h6vhtk-05297b ([view related notices](#))

Published 30 May 2025, 11:13am

Scope

Description

The Authority is seeking a comprehensive solution provider that can source, install, and maintain, which will include cleaning services on advertised bus shelters in the Vale of Glamorgan with the rights to sell and install advertising on the bus shelters for the duration of the contract term.

The supplier will be granted the right to erect advertised bus shelters on the highway, in agreed locations. They will also be granted the exclusive right to sell and install advertising at these agreed locations for the term of the Contract. In return, the council will expect the chosen supplier to provide a Fixed Fee and Revenue Share payment per advertising bus shelter.

The service provider will be required to:

a) Supply, install, maintain, and clean the bus shelters. This will be a Concession Contract through which the successful Tenderer generates income to fund these services from selling advertising space on the bus shelters.

- b) Retain ownership of the bus shelters during the Contract term.
- c) Generate revenue for the Council.
- d) Actively sell advertising on the paper and digital sites, offering a percentage of advertising space, to be available to the Council for free, to promote in-house campaigns (we would expect advertising for 2 weeks on 20% of the bus shelters in the vale. The location of the advertising would be agreed by both parties)
- e) Manage all agreements with advertisers, including collecting payment, and pay the Council an agreed income from the advertising sales revenue at an agreed frequency. The Concessionaire will:
 - f) Carry out all invoice and payment collection.
 - g) Adhere to the Advertising Standards Authority (ASA) Code of Practice.
 - h) Adhere to the Vale of Glamorgan Council's Advertising Policy, including the draft HFSS regulations (high in fat, sugar and salt) policy.
 - i) Be responsible for the enacting and monitoring of the draft HFSS policy requirements
 - j) Offer an open book approach to the reporting of income generated from advertising sold, and the Revenue Share to the Council.
 - k) Provide regular reports, agreed post tender, including the information along with any other relevant/value adding information.

Total value (estimated)

- £500,000 excluding VAT
- £600,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 18 August 2025 to 18 August 2035

- Possible extension to 18 August 2040
- 15 years, 1 day

Main procurement category

Services

CPV classifications

- 34928000 - Road furniture
- 44212321 - Bus shelters
- 45233293 - Installation of street furniture
- 45213315 - Bus-stop shelter construction work
- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

6 June 2025

Engagement process description

Please provide a response as to whether you are interested in submitting a tender by Friday 6th June 2025. Please be aware that we are requesting prospective bidders to register their interest in this notice to assess market availability.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

9 June 2025

Procedure

Special regime

Concession

Contracting authority

Vale of Glamorgan Council

- Public Procurement Organisation Number: PVJL-7881-XMJT

Civic Offices

BARRY

CF63 4RU

United Kingdom

Contact name: alex tombs

Email: CorporateandTransport@cardiff.gov.uk

Website: <http://www.valeofglamorgan.gov.uk>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales