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Tender

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

Vale of Glamorgan Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030927

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

Published 9 June 2025, 1:18pm

### **Scope**

### **Description**

The Authority is seeking a comprehensive solution provider that can source, install, maintain, and provide a cleaning service 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. 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)**

- 15 September 2025 to 14 September 2035
- Possible extension to 14 September 2040
- 15 years

Description of possible extension:

1 extension for 5 years

### **Options**

The right to additional purchases while the contract is valid.

The contract has potential for new locations to be added during the life of the contract. Any new sites will require agreement with the Council and subject to planning permission and consents being granted.

## **Main procurement category**

Services

## **CPV classifications**

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

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

3 July 2025, 12:00pm

## Tender submission deadline

18 July 2025, 12:00pm

## Submission address and any special instructions

No printed copies will be accepted. Please submit using the Sell2Wales site.

[www.sell2wales.gov.wales](http://www.sell2wales.gov.wales)

## Tenders may be submitted electronically

Yes

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## Award criteria

Name	Description	Type	Weighting
price	Highest Submission - 70%	Cost	70.00%
Quality	Sub Weighting as follows: Implementation - 20% Business Continuity - 20% Working with the Council - 20% Human Resources - 20% Health & Safety - 20%	Quality	25.00%
Community Well-being Benefit	The Sub Weighting is as follows: Quantitative - 2% Qualitative - 2% Delivery Plan - 1%	Quality	5.00%

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## Procedure

### Procedure type

Below threshold - open competition

### Special regime

Concession

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## Documents

### Associated tender documents

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=335098](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335098)

Invitation to Tender

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=335099](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335099)

Section F - Terms & Conditions

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=335100](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=335100)

Section G - Specification

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35101](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35101)

Section H - Part 1 PSQ Questions & Guidance

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35102](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35102)

Section H Part 2 - Quality Technical Response

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35103](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35103)

Section H Part 3 - CWB TOMs Spreadsheet

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35104](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35104)

Section H Part 3 - CWB Guidance

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35105](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35105)

Section H Part 4 - Pricing

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35106](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35106)

Section H Part 5 - Form of Tender

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35107](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35107)

Section H Part 6 - Confidential Information

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35108](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35108)

Section H Part 7 - Health & Safety Questionnaire

[https://www.sell2wales.gov.wales/Assets/NoticeBuilder\\_FileDownload.aspx?id=35109](https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=35109)

Appendix 1-2

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## **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](mailto: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