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Tender

## **Advertising and Sponsorship Partner**

Cardiff Council

F02: Contract notice

Notice identifier: 2024/S 000-035181

Procurement identifier (OCID): ocds-h6vhtk-04b29a

Published 30 October 2024, 2:09pm

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

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

Cardiff Council

County Hall, Atlantic Wharf

Cardiff

CF10 4UW

#### **Contact**

Lina Gerritzen

#### **Email**

[CorporateandTransport@cardiff.gov.uk](mailto:CorporateandTransport@cardiff.gov.uk)

#### **Telephone**

+44 2920873732

#### **Country**

United Kingdom

**NUTS code**

UKL22 - Cardiff and Vale of Glamorgan

**Internet address(es)**

Main address

<https://www.cardiff.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0422](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0422)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.proactisplaza.com/BuyerPortal/?locatorId=4v7ye2xu6a621q4j7dd850xng1&>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<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**

Advertising and Sponsorship Partner

Reference number

ERFX1008540

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets, over the last two contract terms have generated a significant annual income. The asset types include roundabouts, street furniture, lampposts and mobile assets. This non digital advertising and sponsorship tender seeks to maximise this opportunity this by the procurement of agents who will generate an increased and sustainable annual income stream going forward.

The City of Cardiff Council (CCC) is nearing the end of the current term of the successful Advertising and Sponsorship contract with Market leaders. We are now in the position to offer a new contract opportunity to assist CCC to exploit its corporate assets to generate sustainable maximised income so that revenue can be used to support corporate activities through sponsorship and advertising activities. The overall contract will be awarded for 3 years with the option to extend for a further 2 years (subject to annual review).

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

## Lamp Posts Outside City Centre

Lot No

2

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

- 79341000 - Advertising services

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

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

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

The Council is seeking to appoint a partner agent who will act on its behalf to maximise new and existing sponsorship income through advertising on its asset portfolio of approximately 2000 Lampposts columns. This initiative will also give local business the opportunity to advertise in prime locations around the city. Traffic flow information and very high footfall pedestrian areas, Cardiff can offer advertisers exposure across its road network to be seen by road users and pedestrians alike.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 65

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

option to extend for 2 years (subject to annual review)

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

City Centre Lamp Posts & Bench Ends

Lot No

3

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

- 79341000 - Advertising services

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

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

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

The Council is seeking to appoint a partner agent who will act on its behalf to maximise new and existing sponsorship income through advertising on its asset portfolio within the City Centre. This initiative will also give all businesses and high-profile events the opportunity to build their brand or raise awareness of their business, event or promotional activity to the visitors, commuters and residents of Cardiff, contributing to an annual footfall 40 million per year and a GBP 1.2billion daytime economy and exposure across its road network to be seen by road users. and pedestrians alike.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 65

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

option to extend for 2 years (subject to annual review)

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Roundabouts and Verges

Lot No

1

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

- 79341000 - Advertising services
- 79341200 - Advertising management services

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

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

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

The Council is seeking to appoint a partner agent who will act on its behalf to maximise new and existing sponsorship income through advertising on its asset portfolio of Roundabouts and verges. This initiative will also give local business the opportunity to advertise in prime locations around the city. Traffic flow information and very high footfall pedestrian areas, Cardiff can offer advertisers exposure across its road network to be seen by road users and pedestrians alike.

The current supplier owns all installed signage in-situ. Any new supplier will need to supply and install their own signage at their cost.

The following specification sets out the scope, the asset types and a detailed list of defined asset locations. Detailed requirements are also fully explained, together with performance criteria, constraints and contract management stipulations.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Social Value / Weighting: 5

Price - Weighting: 65

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

option to extend for 2 years (subject to annual review)

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Promotional Activation Sites

Lot No

4

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

- 79341000 - Advertising services

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

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

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

The Council is seeking to appoint a partner agent who will act on its behalf to maximise new and existing sponsorship income through advertising on its asset portfolio within the City Centre. This initiative will also give all businesses and high-profile events the opportunity to build their brand or raise awareness of their business, event or promotional activity to the visitors, commuters and residents of Cardiff, contributing to an annual footfall 40 million per year and a GBP 1.2billion daytime economy.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 30

Quality criterion - Name: Social Value / Weighting: 5



Price - Weighting: 65

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

option to extend for 2 years (subject to annual review)

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

22 November 2024

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

22 November 2024

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=145516](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=145516).

(WA Ref:145516)

The buyer considers that this contract is suitable for consortia.

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom