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Award

## Large Digital Advertising Screens Concession Contract

Cardiff Council

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-054814

Procurement identifier (OCID): ocds-h6vhtk-052aa9 ([view related notices](#))

Published 8 September 2025, 5:03pm

### Scope

### Reference

ERFX1008627

### Description

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements. The overall contract will be awarded for 10 years with the option to extend for two 12 month periods.

This requirement previously went out to market under PCR 2015 on 31st January 2025. For the initial procurement a Prior Information Notice was issued on 23rd July 2024. This notice sought Expressions of Interest and input from the market on the structure of the

tender. A tender process was issued but was withdrawn and has now being re-issued under the Procurement Act 2023

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## **Lot 1. Queensgate Roundabout**

### **Description**

Nearest Postcode CF10 4DQ

This primary site at the A4232 / A4234 Central Link / Pierhead Street (Queensgate Interchange) is a crucial junction in Cardiff, connecting the bustling Cardiff City Centre with the vibrant Cardiff Bay. This interchange is part of the larger Peripheral Distributor Road (PDR) network, designed to facilitate smooth traffic flow around the city.

The A4232 serves as a major artery, linking various parts of Cardiff and providing a direct route to the M4 motorway. The A4234, also known as the Central Link Road, is a short spur off the A4232 that connects the southern part of the city centre to the M4 motorway network. This road network is essential for managing the heavy traffic that flows between the city centre and Cardiff Bay, especially during peak hours and major events.

The Queensgate Interchange itself is strategically positioned to offer seamless access to key destinations. It enhances connectivity to Cardiff Bay, a hub of cultural and recreational activities, and the Cardiff Central Enterprise Zone, which is vital for business and commerce.

In close proximity to the Queensgate Interchange ground work has commenced for the development of a new 15,000-seater indoor arena for Cardiff. The £250m project, which will be at the heart of the transformation of Atlantic Wharf in Cardiff Bay with a 30-acre mixed-use development, is due for completion in 2027.

The arena will significantly increase the number of people visiting Cardiff for events and concerts, benefitting existing hospitality venues as well as the new developments that will be built as part of this regeneration scheme.

The increased footfall will also complement the new Metro transport extension to Cardiff Bay, as well as improving

Cardiff's credentials to attract more and bigger events to the City.

The Planning consent is for two digital screens on this large interchange one facing the east directed at traffic flow

from the A4232 and one facing west at traffic travelling from the east of the City and beyond.

Overall, the A4232 / A4234 Central Link / Pierhead Street (Queensgate Interchange) plays a pivotal role in Cardiff's

transportation infrastructure, ensuring efficient traffic management and enhancing the City's accessibility and appeal.

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## **Lot 2. Gabalfa Interchange (Bridge)**

### **Description**

Nearest Postcode : CF14 3NX / CF14 3HH

The Gabalfa Interchange is a prominent three-level junction located in the northern suburbs of Cardiff. This interchange is a crucial hub where the A48, A470, and A469 roads converge. The A48 connects to the M4 motorway, providing access to Newport and Cardiff Airport, while the A470 leads directly into the heart of Cardiff and extends northwards towards Merthyr Tydfil and beyond. The A469 offers a route towards Roath and other eastern parts of the city.

This strategic location makes the Gabalfa Interchange a vital link for commuters and travellers heading into Cardiff's city centre, as well as those traveling to key attractions such as the University Hospital of Wales, Cardiff University, and the bustling shopping districts. Additionally, the interchange facilitates access to the scenic areas of North Cardiff and the

Brecon Beacons National Park via the A470.

The planning application stipulates the screen locations as above the A48 on the bridges,

however, there may be the opportunity for the screens to be located in the verges either side of the Eastern and Western Avenue. This will be subject to a new planning application but may be an alternative should there be engineering challenges with the current location.

Traffic flow through the Gabalfa Interchange is substantial, with a high volume of vehicles passing through daily. This makes it an ideal spot for a digital advertising screen, as it ensures maximum visibility to a diverse audience of commuters, local residents, and visitors.

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## **Lot 4. Culverhouse Cross**

### **Description**

Nearest Postcode : CF5 4UG, CF5 6XW

The Culverhouse Cross interchange is a significant junction located on the western outskirts of Cardiff, straddling the boundary between Cardiff and the Vale of Glamorgan. This area is a bustling hub that connects several key routes and serves as a gateway to various parts of the City

and via A4050 to Cardiff International Airport.

Culverhouse Cross provides direct access to Cardiff's City Centre via the A48, making it a vital route for commuters and visitors. The interchange also connects to the A4232, which leads to City Centre and Cardiff Bay and Sports Village in one direction and the M4 motorway, facilitating

travel to Newport, Swansea, and Bristol in the other direction.

The area is home to many major retail outlets within the retail village, including Marks & Spencer, B&Q and Tesco, as well as the Copthorne Hotel. Nearby attractions include the Cardiff City Stadium (Home to Cardiff City Football Club) the historic St Fagans National Museum of History,

the picturesque village of Wenvoe, and the scenic Dyffryn Gardens. The A48 westbound from Culverhouse Cross leads to the Vale of Glamorgan, providing access to towns such as Cowbridge and

Bridgend.

Culverhouse Cross experiences heavy traffic flow, particularly during peak hours, due to its strategic location and the presence of major retail parks. The interchange is designed to handle significant traffic, with multiple lanes and efficient traffic management systems in place. However,

congestion does still occur, especially during rush hours

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## **Lot 5. Newport Road Rumney Hill**

### **Description**

Nearest Postcode : CF23 8UF

Newport Road is a major arterial route into Cardiff's City Centre, connecting the eastern suburbs with the heart of the city. It is a key route for commuters and visitors alike.

This part of Newport Road is a bustling Retail area. There are many major retailers along both sides of the road. The outlets range from Car Showrooms to Supermarkets, Clothes Shops Furniture Retailers and Fast Food establishments. Smyths Toy superstore is a recent new addition to this increasingly popular out of town retail

zone. There is ample free parking at the sites of each of the major stores which draws in consumers to the area.

Newport Road has undergone recent development to encourage sustainable travel. The majority of all the buses to the east of the city use this route into and out of the City Centre. There are new bus lanes and cycle lanes.

This area experiences heavy traffic, particularly during peak hours, due to its strategic importance as a gateway to the City Centre. This high volume of traffic makes it an ideal location for a digital advertising screen, ensuring maximum visibility to a varied audience of commuters, local residents, consumers and visitors. Due to the diverse range of outlets in this area for example Castle Bingo, TGI Fridays the flow of traffic is at a constant level late into the evening and particularly on the weekends

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## **Lot 7. Heol Pontpennau (Wedding Cake)**

### **Description**

Nearest Postcode : CF3 6AY

This roundabout connects the A48 with the M4, providing a direct route into Cardiff's city centre. It is a key junction for commuters traveling from the eastern suburbs and beyond

Nearby attractions include a large retail park with several large retailers such as Asda and B&Q Pentwyn Leisure Centre, the Cardiff East Park and Ride, and the residential areas of Pontpennau and Pentwyn. The population of Pontpennau has grown significantly over the last few years due to a substantial surge in residential developments requiring new schools and community facilities. This has resulted in a considerable increase in commuter traffic using this interchange.

The A48 and M4 provide access to Newport and other parts of South Wales, making it a vital link for regional travel. The roundabout handles a high volume of traffic, especially during peak hours, due to its strategic importance as a connector between major routes. This makes it a

prime location for digital advertising, ensuring high visibility to a wide audience of commuters and local residents.

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## **Lot 8. Pontpennau Interchange (Bridge)**

### **Description**

Nearest Postcode: CF3 5UH

This roundabout connects the A48 with the M4, providing a direct route into Cardiff's City Centre. It is a key junction for commuters traveling from the eastern suburbs and beyond.

The planning consent is for a screen on the bridge over the A48. The A48 being the main link between the east and west of the City. This is a significantly busy dual carriageway, however the speed limit is 40MPH rather than the National speed limit for a road of this

type. In the peak hours this road is very congested. The A48 is the recommended route for all visitors travelling from the east to use to access all major events in the City Centre and Cardiff.

Nearby attractions include a large retail park with several large retailers such as Asda and B&Q Pentwyn Leisure Centre, the Cardiff East Park and Ride, and the residential areas of Pontprennau and Pentwyn. The population of Pontprennau has grown significantly over

the last few years due to a substantial surge in residential developments requiring new schools and community facilities. This has resulted in a considerable increase in commuter traffic using this interchange.

The A48 and M4 provide access to Newport and other parts of South Wales, making it a vital and reliable link for regional travel. This makes it a prime location for digital advertising, ensuring high visibility to a wide audience of commuters visitors and local residents.

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## **Lot 9. Cogan Spur / Ferry Road Interchange**

### **Description**

Nearest Postcodes: CF11 0JP / CF11 0SR

This interchange connects Cardiff Bay with the city centre via the A4232, making it a crucial route for both local and through traffic.

Nearby local attractions include the Cardiff International Sports Village. Bordering the fresh water lake created by Cardiff Bay Barrage, the Sports Village already boasts two Olympic standard sporting facilities, Cardiff International White Water and Cardiff International Pool, both of which were used as training venues for the London games in 2012. The Cardiff International Pool has both Leisure pool with lazy river and flumes and

the 50m olympic pool for training and competitions.

Alongside these you will find Vindico Arena, completed in March 2016 it is both a public skating rink and home of the Cardiff Devils Elite League ice hockey team. Other local attractions are Cardiff Bay Retail Park, with its vast array of shops and restaurants and venues plus an IKEA store. To the east along the A4232 is Cardiff Bay and Mermaid Quay the Millennium Centre and to the west along the A4232 is the Leckwith Retail Park

and Cardiff City Football Stadium.

This interchange also is the main throughfare for the residential area of Grangetown, Penarth Marina and the route to Historic Penarth Town Centre and Pier. The area is also home to several restaurants, bars, and cultural venues.

Regional Links: The A4232 provides access to the M4 motorway, facilitating travel to Newport, Swansea, and other parts of South Wales.

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## **Lot 15. Penarth Road Opposite Pumping Station (Verge)**

### **Description**

Nearest Postcode: CF11 8TT

Penarth Road connects the south west of the Cardiff with the neighbouring historic town of Penarth. The beautiful seaside town of Penarth. Just a stones throw away from Cardiff, is known for its magnificent pier, Victorian architecture and parks sweeping to the sea. The town has many things to do and places to eat, drink and shop. There is also a modern Marina which links across the Barrage back to Cardiff Bay.

Penarth Road is synonymous with car sales, with many showrooms along the length of the road ranging from prestige new cars to second hand car dealerships. It is the place in Cardiff to go if in the market for a new vehicle. If two wheels is preferable there is also a large

bicycle centre on Penarth Road.

Cardiff City Football Club and the retail park surrounding it is in close proximity to Penarth Road. The access to parking and the entrance to Cardiff Central Station is on Penarth Road. As a busy thoroughfare connecting different parts of the network around the outskirts of

the City Centre yet within walking distance of the centre, the planning application is for a digital screen on the verge facing traffic on the approach to Cardiff that will attract the attention of vehicles cyclists and pedestrians alike. There is high volume of slow moving traffic particularly at peak times.

## **Contract 1. Queensgate Roundabout**

### **Lots**

Lot 1. Queensgate Roundabout

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £555,000 excluding VAT
- £666,000 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 2. Gabalfa Interchange (Bridge)**

### **Lots**

Lot 2. Gabalfa Interchange (Bridge)

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £870,000 excluding VAT
- £1,044,000 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 month extensions

### **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 3. Culverhouse Cross**

### **Lots**

Lot 4. Culverhouse Cross

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £555,000 excluding VAT
- £665,999 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

## **Earliest date the contract will be signed**

18 September 2025

## **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 xc 12 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 4. Newport Road Rumney Hill**

### **Lots**

Lot 5. Newport Road Rumney Hill

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £227,500 excluding VAT
- £273,000 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 5. Heol Pontprennau (Wedding Cake)**

### **Lots**

Lot 7. Heol Pontprennau (Wedding Cake)

### **Supplier**

- Primesight Limited

### **Contract value**

- £110,972 excluding VAT
- £133,166 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
-

## **Contract 6. Pontprennau Interchange (Bridge)**

### **Lots**

Lot 8. Pontprennau Interchange (Bridge)

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £555,000 excluding VAT
- £665,998 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 7. Cogan Spur / Ferry Road Interchange**

### **Lots**

Lot 9. Cogan Spur / Ferry Road Interchange

### **Supplier**

- Bauer Media Outdoor UK Ltd

### **Contract value**

- £157,444 excluding VAT

- £188,932 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan
- 

## **Contract 8. Penarth Road Opposite Pumping Station (Verge)**

### **Lots**

Lot 15. Penarth Road Opposite Pumping Station (Verge)

### **Supplier**

- Route Sales & Media Limited

### **Contract value**

- £94,500 excluding VAT
- £113,400 including VAT

Below the relevant threshold

### **Award decision date**

8 September 2025

### **Earliest date the contract will be signed**

18 September 2025

### **Contract dates (estimated)**

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2037
- 12 years

Description of possible extension:

2 x 12 months

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKL22 - Cardiff and Vale of Glamorgan

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## **Information about tenders**

### **Lot 1. Queensgate Roundabout**

- 5 tenders received
- 5 tenders assessed in the final stage:
  - 2 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 4 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 2. Gabalfa Interchange (Bridge)**

- 4 tenders received
  - 4 tenders assessed in the final stage:
    - 2 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 3 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 4. Culverhouse Cross**

- 5 tenders received
  - 5 tenders assessed in the final stage:
    - 2 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 4 suppliers unsuccessful (details included for contracts over £5 million)
- 

## **Lot 5. Newport Road Rumney Hill**

- 4 tenders received
- 4 tenders assessed in the final stage:

- 1 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 3 suppliers unsuccessful (details included for contracts over £5 million)
- 

### **Lot 7. Heol Pontprennau (Wedding Cake)**

- 2 tenders received
  - 2 tenders assessed in the final stage:
    - 0 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 1 supplier unsuccessful (details included for contracts over £5 million)
- 

### **Lot 8. Pontprennau Interchange (Bridge)**

- 2 tenders received
  - 2 tenders assessed in the final stage:
    - 2 submitted by small and medium-sized enterprises (SME)
    - 2 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 1 supplier unsuccessful (details included for contracts over £5 million)
- 

### **Lot 9. Cogan Spur / Ferry Road Interchange**

- 2 tenders received

- 2 tenders assessed in the final stage:
    - 0 submitted by small and medium-sized enterprises (SME)
    - 0 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 1 supplier unsuccessful (details included for contracts over £5 million)
- 

### **Lot 15. Penarth Road Opposite Pumping Station (Verge)**

- 2 tenders received
  - 2 tenders assessed in the final stage:
    - 2 submitted by small and medium-sized enterprises (SME)
    - 2 submitted by voluntary, community and social enterprises (VCSE)
  - 1 supplier awarded contracts
  - 1 supplier unsuccessful (details included for contracts over £5 million)
- 

## **Lots that will not be awarded**

### **Lot 3. Eastern Avenue Llanedeyrn Interchange**

#### **Description**

Nearest Postcode : East CF14 3NX

The Eastern Avenue / Llanedeyrn Interchange is a key junction in Cardiff, situated on the A48, which is one of the main arterial roads in the city. This interchange connects Eastern Avenue with Llanedeyrn Road, providing vital links to various parts of Cardiff and beyond.

The interchange offers direct routes into Cardiff's City centre, making it a crucial point for commuters and visitors. It connects to the A48(M), which leads to the M4 motorway, facilitating easy access to Newport,

Swansea, and Bristol. Nearby attractions include the University Hospital of Wales, Cardiff University, and the vibrant shopping district of Newport Road. The interchange also provides access across Southern Way flyover to Cardiff Bay.

The interchange serves the residential areas of Rumney, Trowbridge in one direction and Llanedeyrn and Pentwyn in the other as well as significant traffic flow from commuters and visitors.

The interchange is designed to handle heavy traffic, with multiple lanes and efficient traffic management systems in place. However, congestion is still a concern, especially during peak hours. Outside of peak hours the numbers of vehicles still result in slow moving traffic.

The planning application is for one screen on the wide grass central reservation on the arm of the interchange approaching Southern Way and Newport Road as this the location with the highest traffic flow into

the City. There is the possibility of a second screen facing outbound in the same central reservation. However this may be subject to further approvals.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 6. Cardiff Gate Interchange M4**

## **Description**

Nearest Postcode : CF23 8LZ

Located just off Junction 30 of the M4, Cardiff Gate Business Park is approximately 15 minutes from Cardiff's City Centre via the A4232. This makes it a convenient location for businesses and commuters.

The business park is home to various businesses and amenities, including hotels, restaurants, and fitness centres. Nearby attractions include the Cardiff Gate Retail Park with its many shops and the scenic areas of North Cardiff

The direct access to the M4 provides excellent connectivity to Newport, Swansea, and Bristol, making it an excellent location for regional business operations.

This strategic location is the site for the M4 Junction 30 Services as well as a thriving business park. The location attracts substantial traffic from users on the M4 passing Cardiff and as a gateway into the east of Cardiff and the nearby Retail Parks This high volume of traffic makes it an ideal spot for digital advertising, ensuring maximum visibility to a diverse audience of professionals, commuters, and

visitors.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 10. Rover Way / Southern Way Verge**

### **Description**

Nearest Postcode: CF24 2SA

This busy gyratory links the east of Cardiff to the City Centre and in particular the Cardiff

Bay area via the new link road. This is one of the busiest stretches of road in the approach to and from the centre and the bay, especially during peak times. It is one of the main suggested route for major events in the Cardiff for visitors coming from the east.

The area connects to Cardiff's city centre via the A48, making it a crucial route for commuters from the eastern suburbs. This is the route to nearby attractions include the Cardiff Bay Wetlands Reserve, the Cardiff

International Sports Village, and several residential neighbourhoods. The area is also close the major retail zone Newport Road, with its numerous outlets and venues, local sports centres and shopping centres.

The Regional Links: This roundabout links the M4 and A48 via Southern Way to the west of the city and the A4232. It is the signposted route to the M4 east, provides access facilitates regional travel and connectivity.

Traffic Flow: The area experiences significant traffic, particularly during rush hours, due to its role as a key junction for local and regional travel. This high volume of traffic makes it in ideal location for digital advertising, ensuring maximum visibility to a diverse audience of commuters and local residents. Planning has been granted for a large digital screen on

the verge on Rover Way this maximises visibility.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 11. Pentwyn Interchange (Bridge)**

### **Description**

Nearest Postcode: CF23 7EU

This is the second proposed location over the A48 in the east of the city. This is a key junction for commuters traveling to and from the eastern suburbs and beyond to Newport.

The planning consent is for a screen on the bridge over the A48. The A48 being the main link between the east and west of the City. This is a significantly busy dual carriageway,

however the speed limit is 40MPH rather than the National speed limit for a road of this type. In the peak hours this road is very congested. The A48 is the recommended route for all visitors travelling from the east to use to access all major events in the City Centre and Cardiff.

Nearby attractions include a large retail park with several large retailers such as Asda and B&Q Pentwyn Leisure Centre, the Cardiff East Park and Ride, and the residential areas of Pontprennau and Pentwyn. The population of Pontprennau has grown significantly over the last few years due to a substantial surge in residential developments requiring new

schools and community facilities. This has resulted in a considerable increase in commuter traffic using this interchange.

The A48 and M4 provide access to Newport and other parts of South Wales, making it a vital and reliable link for regional travel. This makes it a prime location for digital advertising, ensuring high visibility to a wide audience of commuters visitors and local residents.

The interchange handles a high volume of traffic, especially during peak hours, due to its strategic importance as a connector between major routes. This makes it a prime location for digital advertising, ensuring high visibility to a wide audience of commuters and local residents.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 12. East Tyndal Street / Ocean Way Verge**

## **Description**

Nearest Postcode: CF24 5NG

This location is in close proximity to Cardiff's Magic Roundabout. The roundabout holds many different traffic signs displayed as a Public Art feature and attracts visitors just to view. The Public Art has been in place for over 30th years.

This roundabout links the business district of Portmanmoor Road, Cardiff Bay, City Centre and residential areas of Splott Adamsdown and Tremorfa.

Nearby attractions include the Cardiff International Sports Village, the Cardiff Bay Retail Park, Cardiff City Centre.

As a busy thoroughfare connecting different parts of the network around the outskirts of the City Centre yet within walking distance of the centre, the planning application is for a smaller digital screen in the nearby verge that will attract the attention of vehicles cyclists

and pedestrians alike. There is high volume of slow moving traffic particularly at peak times.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 13. Eastern Bay Link / Ocean Way Roundabout**

## **Description**

Nearest Postcode: CF10 4XZ

This site at the A4232 Ocean Way gyratory forms part of the Eastern Bay Link Road.. The Central Link / Pierhead Street (Queensgate Interchange) is the opposite end of Eastern Bay Link. This a crucial junction

in Cardiff, connecting the bustling Cardiff City Centre with the vibrant Cardiff Bay. This interchange is part of the larger Peripheral Distributor Road (PDR) network, designed to facilitate smooth traffic flow around

the city and out to the M4.

The A4232 serves as a major artery, linking various parts of Cardiff and providing a direct route to the M4 motorway. The A4234, also known as the Central Link Road, is a short spur off the A4232 that connects

the southern part of the city centre to the M4 motorway network. This road network is essential for managing the heavy traffic that flows between the city centre and Cardiff Bay, and the traffic from the east of the city and beyond to the M4 especially during peak hours and major events.

In close proximity to this site ground work has commenced for the development of a new 15,000-seater indoor arena for Cardiff. The £250m project, which will be at the heart of the transformation of Atlantic

Wharf in Cardiff Bay with a 30-acre mixed-use development, is due for completion in 2027.

The arena will significantly increase the number of people visiting Cardiff for events and concerts, benefitting existing hospitality venues as well as the new developments that will be built as part of this regeneration scheme. The increased footfall will also complement the new Metro transport extension to Cardiff Bay, as well as improving Cardiff's credentials to attract more and bigger events to the City. Visitors

approaching this new venue from the east of Cardiff and beyond will use this route.

The Planning consent is for one 48 sheet digital screen, however there is an opportunity to apply for a

larger screen as this is a significant size interchange.

Overall, the Ocean Way Eastern Bay Link to Queensgate Interchange plays a pivotal role in Cardiff's transportation infrastructure, ensuring efficient traffic management and enhancing the City's accessibility and

appeal.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

## **Lot 14. Newport Road / Marlborough Road Central Reservation**

### **Description**

Nearest Postcode: CF24 1DN

The A4161 Newport Road is a main road in Cardiff. The main purpose of the road is to link the city centre with the M4 motorway in the west at junction 33, and in the east with the A48(M) motorway at St Mellons.

Newport Road is a bustling Retail area. There are many major retailers along both sides of the road. The outlets range from Car Showrooms to Supermarkets, Clothes Shops Furniture Retailers and Fast Food establishments. Smyths Toy superstore is a recent new addition to this increasingly popular out of town retail zone. There is ample free parking at the sites of each of the major stores which draws in consumers to the area.

Newport Road has undergone recent development to encourage sustainable travel. The majority of all the buses to the east of the city use this route into and out of the City Centre. There are new bus lanes and cycle lanes. This area experiences heavy traffic, particularly during peak hours, due to its strategic importance as a gateway to the City Centre. This high volume of traffic makes it an ideal location for a digital advertising screen, ensuring maximum visibility to a varied audience of

commuters, local residents, consumers and visitors. Due to the diverse range of outlets in this area for example Castle Bingo, TGI Fridays the flow of traffic is at a constant level late into the evening and particularly on the weekends. This location is close to the city centre.

The planning consent is for a 16 sheet size screen on a central reservation close to busy

controlled junction to the east of the junction boxes.

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Date of decision not to award**

20 August 2025

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## **Procedure**

### **Procedure type**

Below threshold - open competition

### **Special regime**

Concession

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## **Suppliers**

### **Bauer Media Outdoor UK Ltd**

- Public Procurement Organisation Number: PMNX-4662-JYYH

33 Golden Square

London

W1F 9JT

United Kingdom

Email: [Corporateandtransport@cardiff.gov.uk](mailto:Corporateandtransport@cardiff.gov.uk)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 7. Cogan Spur / Ferry Road Interchange

## **Primesight Limited**

- Public Procurement Organisation Number: PVZZ-4266-HDBG

7th Floor Lacon House

London

WC1X 8NL

United Kingdom

Email: [Corporateandtransport@cardiff.gov.uk](mailto:Corporateandtransport@cardiff.gov.uk)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 5. Heol Pontprennau (Wedding Cake)

## **Route Sales & Media Limited**

- Public Procurement Organisation Number: PZZN-5384-WWHX

Unit 8 & 9 Stuart Close Trade Park

Cardiff

CF11 8QF

United Kingdom

Email: [Corporateandtransport@cardiff.gov.uk](mailto:Corporateandtransport@cardiff.gov.uk)

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Queensgate Roundabout

Contract 2. Gabalfa Interchange (Bridge)

Contract 3. Culverhouse Cross

Contract 4. Newport Road Rumney Hill

Contract 6. Pontprennau Interchange (Bridge)

Contract 8. Penarth Road Opposite Pumping Station (Verge)

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## Contracting authority

### Cardiff Council

- Public Procurement Organisation Number: PVHP-5769-YHRQ

County Hall

Cardiff

CF10 4UW

United Kingdom

Contact name: Jordan Evans

Email: [Corporateandtransport@cardiff.gov.uk](mailto:Corporateandtransport@cardiff.gov.uk)

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

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales