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Award

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

Vale of Glamorgan Council

UK6: Contract award notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-055198

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

Published 10 September 2025, 8:24am

Scope

Description

The Authority has awarded a 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. This will be a concession contract through which the supplier will generate income to fund the services from selling advertising space on the shelters.

Contract 1. The Provision, Installation, Cleaning & Maintenance of Bus Shelters with Rights to Advertise

Supplier

• Bauer Media Outdoor UK Ltd

Contract value

- £1,081,755 excluding VAT
- £1,298,106 including VAT

Below the relevant threshold

Award decision date

10 September 2025

Earliest date the contract will be signed

30 September 2025

Contract dates (estimated)

- 1 October 2025 to 30 September 2035
- Possible extension to 30 September 2040
- 15 years

Description of possible extension:

1 extension for 5 years

Main procurement category

Services

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.

CPV classifications

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

Contract locations

UKL22 - Cardiff and Vale of Glamorgan

Information about tenders

- 1 tender received
- 1 tender 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
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Special regime

Concession

Supplier

Bauer Media Outdoor UK Ltd

• Public Procurement Organisation Number: PMNX-4662-JYYH

33 Golden Square

London

W1F 9JT

United Kingdom

Email: laura.andrews@bauermediaoutdoor.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. The Provision, Installation, Cleaning & Maintenance of Bus Shelters with Rights to Advertise

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