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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.

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**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

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## **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)

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## Procedure

### Procedure type

Below threshold - open competition

### Special regime

Concession

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## 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](mailto:laura.andrews@bauermediaoutdoor.com)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

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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