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Award

Bus Shelter Advertising Concession and Maintenance Services

West Northamptonshire Council

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

Notice identifier: 2025/S 000-060340

Procurement identifier (OCID): ocids-h6vhtk-04f7e9 ([view related notices](#))

Published 29 September 2025, 8:50am

Scope

Reference

WNC 00000512

Description

West Northamptonshire Council sought tenders for the following services: Bus Shelter Advertising Concessions and Maintenance Services, from which the maintenance of the bus shelters is to be funded, with the aim of the Authority also receiving an income. The contract will provide for the operator to provide and install new shelters.

The scope of the services was further detailed in the procurement documents made available on the publication of the Tender Notice and these documents were further refined during the procurement process.

The procurement was undertaken using the Competitive Flexible procedure under the Procurement Act 2023.

At Tender Notice and considering existing service scope the Authority estimated a total

value of £15,000,000 excluding VAT as per Schedule 3, para. 3(2) of the Procurement Act 2023. The estimated capital financing, maintenance cost and income to WNC are based on the financial element of the tender evaluation the actual total cost is unknown due to the nature being a concessions contract and is an estimated value.

Contract 1. Bus Shelter Advertising Concession and Maintenance Services

Supplier

- [Bauer Media Outdoor UK Ltd](#)

Contract value

- £5,000,000 excluding VAT
- £6,000,000 including VAT

Above the relevant threshold

Award decision date

25 September 2025

Date assessment summaries were sent to tenderers

29 September 2025

Standstill period

- End: 8 October 2025
- 8 working days

Earliest date the contract will be signed

31 October 2025

Contract dates (estimated)

- 3 November 2025 to 2 November 2035
- Possible extension to 2 November 2040
- 15 years

Description of possible extension:

The Authority may, by giving the Supplier not less than 12 months' written notice prior to expiry of the Initial Term, request the extension of this agreement in respect of the whole (or part) of the Services and on the same terms mutatis mutandis, for a period of up to five years from the day following expiry of the Initial Term.

Main procurement category

Services

CPV classifications

- 44212321 - Bus shelters
- 33952000 - Transport equipment and auxiliary products to transportation

- 34928000 - Road furniture
- 50800000 - Miscellaneous repair and maintenance services
- 45213315 - Bus-stop shelter construction work
- 79341000 - Advertising services
- 79340000 - Advertising and marketing services

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)

Submission

Submission type

Requests to participate

Procedure

Procedure type

Competitive flexible procedure

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: alistair.cox@bauermediaoutdoor.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Bus Shelter Advertising Concession and Maintenance Services

Contracting authority

West Northamptonshire Council

- Public Procurement Organisation Number: PGDV-8944-CMBP

Angel Street

Northampton

NN1 1ED

United Kingdom

Contact name: Claire Baker

Email: procurement@westnorthants.gov.uk

Website: <https://in-tendhost.co.uk/wnc.aspx/Home>

Region: UKF24 - West Northamptonshire

Organisation type: Public authority - sub-central government