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Tender

RBWM: Outdoor Advertising

Royal Borough of Windsor & Maidenhead

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-068303

Procurement identifier (OCID): ocids-h6vhtk-04e950 ([view related notices](#))

Published 24 October 2025, 3:56pm

Scope

Description

The Royal Borough of Windsor & Maidenhead (RBWM) is seeking a Concessionaire Partner or Concession Partners for the provision of 6-sheet outdoor advertising services on bus shelters and in car parks.

The procurement will be split into two lots (Maidenhead town centre and the Remainder of the borough) to attract bids for both digital-led and paper-led advertising.

With the aim to maximise income for the Council, Concessionaires will be able to select which assets within their awarded lot they wish to use for advertising services, provided they adhere to the quality and design specifications set out by the Royal Borough of Windsor & Maidenhead (RBWM).

Please note the estimated stated for this Procurement is not applicable. A figure has been provided for the purposes of publishing requirements only.

Total value (estimated)

- £250,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 10 April 2026 to 10 April 2033
- Possible extension to 10 April 2037
- 11 years, 1 day

Description of possible extension:

The term of the Contract may be extended for up to two (2) years and a further one (1) year (i.e. 7+2+1) at the sole option of the Authority, subject to the Authority's satisfaction with the service.

Options

The right to additional purchases while the contract is valid.

The Concessionaire must submit a Site Implementation Plan within the first six months of the contract. This plan should propose adding new advertising panels or upgrading existing ones (for example, from paper to digital) at any bus shelters, bus stops or car parks that were not included in the original proposal. This also includes adding new bus shelters with advertising panels to bus stops that currently have no shelter.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Not the same for all lots

Contract locations are shown in Lot sections, because they are not the same for all lots.

Lot 1. Maidenhead Town Centre

Description

Bus Stops and Car Parks located within Maidenhead Town Centre

Lot value (estimated)

- £100,000 including VAT

Contract locations

- UKL - Wales
- UKM - Scotland
- UKN - Northern Ireland
- GG - Guernsey
- IM - Isle of Man

Same for all lots

CPV classifications, contract dates and options are shown in the Scope section, because they are the same for all lots.

Lot 2. Remainder of Borough

Description

Bus Stops & Car Parks located in the remainder of the Borough including; Windsor, Maidenhead and Ascot, excluding Maidenhead Town Centre.

Lot value (estimated)

- £150,000 including VAT

Contract locations

- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

Same for all lots

CPV classifications, contract dates and options are shown in the Scope section, because they are the same for all lots.

Participation

Particular suitability

Lot 1. Maidenhead Town Centre

Lot 2. Remainder of Borough

Small and medium-sized enterprises (SME)

Submission

Tender submission deadline

23 December 2025, 1:00pm

Submission address and any special instructions

<https://public.bravosolution.co.uk/web/login.html>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

27 February 2026

Recurring procurement

Publication date of next tender notice (estimated): 10 April 2036

Award criteria

Name	Type	Weighting
Commercial	Price	70%
Technical	Quality	30%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Concession

Contracting authority

Royal Borough of Windsor & Maidenhead

- Public Procurement Organisation Number: PJQM-1124-QDHW

St Ives Road

Maidenhead

SL6 1RF

United Kingdom

Contact name: Aaron Fernandes

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Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government