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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): ocds-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.	Maiden	head	<b>Town</b>	Centre
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#### 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	Туре	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