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Award

## **Provision of Ambient Roadside Media Advertising**

Leeds City Council

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

Notice identifier: 2025/S 000-069529

Procurement identifier (OCID): ocds-h6vhtk-058b46 ([view related notices](#))

Published 29 October 2025, 4:28pm

### **Scope**

### **Reference**

102232

### **Description**

The Authority is procuring concessionaries to deliver ambient roadside media advertising and intends to enter into a series of contracts for such ("Contract"). The procurement is arranged into 5 lots as follows:

Lot 1 - Lamp Post Banners

Lot 2 - Lamp Post Mounted Six Sheet Units

Lot 3 - Roundabouts and Verges Advertising

Lot 4 - Planters Advertising

Lot 5 - Boundary Sign Advertising

The total estimated contract value for the concessions will be £850,000 per annum. The authority is expecting this contract value to be exceeded overall and per lot. The current contract value is historical and these opportunities have not been tendered for a number of years and these figures may not be the true contract value.

The Authority is not bound by the remit of the Procurement Act 2023 ("the Act") but wishes to ensure confidence in the Authority's conduct of an open and transparent procurement process. The Authority is therefore conducting this procurement process akin to a single-stage open procurement procedure as set out at section 20(2)(a) of the Act. For the avoidance of doubt this procurement process is not bound by the Act and Tenderers are unable to access any of the remedies in Part 9 of the Act.

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## **Lot 1. Lamp Post Banners**

### **Description**

'Lamp post banners' are advertising and/or 'city dressing' banners which are affixed to the Authority-owned lighting columns. There is an existing lamp post banner system in Leeds provided by an incumbent supplier (rather than by the Authority itself). The system will be fully removed by the incumbent supplier should they participate in this procurement and be unsuccessful. The intention of the Lamp post banner network is to:

provide a commercial income opportunity through advertising:

provide opportunities to the Authority and partners for 'City Dressing' which typically is either the advertising of upcoming 'civic' events (for example Leeds Pride) or the provision of decorative, artist-designed banners to enhance the 'look and feel' of a particular location.

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## **Lot 2. Lamp Post Mounted Six Sheet Units**

## **Description**

Lamp post mounted six sheet units are 1800mm x 1200mm (display size) poster cases installed on Authority-owned lamp columns.

There are currently 69 such lamp post mounted six sheets units across the Leeds district currently, which are owned and operated by an incumbent supplier.

The physical cases to the lamp post mounted six sheet units do not form part of the procurement. If the incumbent supplier participates in this procurement and is unsuccessful, it should be assumed for the purposes of this procurement that they shall remove all casing and equipment, belonging to them.

The existing poster case design of the units necessitates that a non-standard, strengthened column is installed at each of the locations. It is expected that any new design will also require a strengthened column.

This Lot is therefore for an exclusive opportunity to install new six sheet unit advertising on lamp posts within the Leeds district.

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## **Lot 3. Roundabouts and Verges Advertising**

### **Description**

Roundabout and verge advertising includes non-digital advertising signage installed on the public highway, primarily on roundabouts and grass verges.

The large majority of the signage is 'pure' advertising, but on occasion there are requirements to provide supplementary signage (for example 'Relaxed Mowing Regime'), or to denote a local sponsorship arrangement. This procurement assumes that all of the signage proposed is pure advertising.

There is an incumbent supplier (the Council's "Climate, Energy and Greenspaces Service"), and there are currently 1,000 signs across circa 300 locations. If the incumbent supplier participates in this procurement and is unsuccessful, it should be assumed for the purposes of this procurement that they shall will remove all signage and poles, and that the new supplier shall be responsible for providing new signage and poles.

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## **Lot 4. Planters Advertising**

### **Description**

Planters advertising includes planters that are installed directly on the Highway to provide:

Additional amenity value in the form of additional greening

A structure upon which an advertisement is placed.

Furthermore, given that this media type is similar to Roundabouts and Verges advertising, there is an accumulative risk of over-supply and associated dilution of revenues. The Authority's Advertising Contracts Manager reserves the right to refuse new sites on the basis that they conflict with Roundabout and Verge advertising.

Tenderers should be aware that this contract does not carry the same level of exclusivity as the other Lots in this tender. Whilst the contract with the Authority is exclusive, there are mechanisms through which other parties can legally apply to place planters on some areas of the public Highway. Planters are used for a variety of reasons including:

- > within parks and greenspaces to provide amenity value:
- > to provide a boundary treatment, for example outdoor seating areas outside restaurants and;
- > to be used as a mechanism to close roads or protect public spaces.

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## **Lot 5. Boundary Sign Advertising**

### **Description**

Boundary signs contain 'civic panels', which include statements such as 'Welcome to Leeds or 'Welcome to Pudsey' or equivalent wording, as well as advertising panels (which this procurement involves).

There are currently 43 boundary signs in the Leeds district.

For the purposes of this procurement, please assume that the civic panels will remain as they currently are, and that there are no current plans for a redesign or relocation of any of the existing civic panels.

If the incumbent supplier participates in this procurement and is unsuccessful, it will remove all existing advert panels. In these circumstances the boundary sign poles, the civic panel will therefore remain and space for mounting an advert panel below this structure.

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## **Contract 1. Lot 1 Lamp Post Banners**

### **Lots**

Lot 1. Lamp Post Banners

### **Supplier**

- OUTDO MEDIA LIMITED

### **Contract value**

- £310,000 excluding VAT
- £372,000 including VAT

Below the relevant threshold

### **Award decision date**

29 October 2025

### **Earliest date the contract will be signed**

1 December 2025

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The contracts will include a 48 month year term, plus the provision to extend for a further period of up to 12 months (at the Authority's discretion and on a contract by contract basis as per each Lot). As such, an extension carried out, for example for Lot 1 for an additional 12 months does not necessarily mean that such an extension will be utilised for Lot 2 or the remaining Lots.

### **Main procurement category**

Services

### **CPV classifications**

- 79341000 - Advertising services
- 79342000 - Marketing services

### **Contract locations**

- UKE42 - Leeds
- 

## **Contract 2. Lot 2. Lamp Post Mounted Six Sheet Units**

### **Lots**

Lot 2. Lamp Post Mounted Six Sheet Units

### **Supplier**

- OUTDO MEDIA LIMITED

### **Contract value**

- £40,000 excluding VAT
- £48,000 including VAT

Below the relevant threshold

### **Award decision date**

29 October 2025

### **Earliest date the contract will be signed**

1 December 2025

### **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030

- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The contracts will include a 48 month year term, plus the provision to extend for a further period of up to 12 months (at the Authority's discretion and on a contract by contract basis as per each Lot). As such, an extension carried out, for example for Lot 1 for an additional 12 months does not necessarily mean that such an extension will be utilised for Lot 2 or the remaining Lots.

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services
- 79342000 - Marketing services

## **Contract locations**

- UKE42 - Leeds
- 

## **Contract 3. Roundabouts and Verges Advertising**

### **Lots**

Lot 3. Roundabouts and Verges Advertising

## **Supplier**

- OUTDO MEDIA LIMITED

## **Contract value**

- £400,000 excluding VAT
- £480,000 including VAT

Below the relevant threshold

## **Award decision date**

29 October 2025

## **Earliest date the contract will be signed**

1 December 2025

## **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The contracts will include a 48 month year term, plus the provision to extend for a further period of up to 12 months (at the Authority's discretion and on a contract by contract basis as per each Lot). As such, an extension carried out, for example for Lot 1 for an additional 12 months does not necessarily mean that such an extension will be utilised for Lot 2 or the remaining Lots.

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services
- 79342000 - Marketing services

## **Contract locations**

- UKE42 - Leeds
- 

## **Contract 4. Planters Advertising**

### **Lots**

Lot 4. Planters Advertising

### **Supplier**

- OUTDO MEDIA LIMITED

### **Contract value**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

## **Award decision date**

29 October 2025

## **Earliest date the contract will be signed**

1 December 2025

## **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The contracts will include a 48 month year term, plus the provision to extend for a further period of up to 12 months (at the Authority's discretion and on a contract by contract basis as per each Lot). As such, an extension carried out, for example for Lot 1 for an additional 12 months does not necessarily mean that such an extension will be utilised for Lot 2 or the remaining Lots.

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services
- 79342000 - Marketing services

## **Contract locations**

- UKE42 - Leeds
- 

## **Contract 5. Lot 5. Boundary Sign Advertising**

### **Lots**

Lot 5. Boundary Sign Advertising

### **Supplier**

- Bay Media Ltd

### **Contract value**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

### **Award decision date**

29 October 2025

### **Earliest date the contract will be signed**

1 December 2025

## **Contract dates (estimated)**

- 1 April 2026 to 31 March 2030
- Possible extension to 31 March 2031
- 5 years

Description of possible extension:

The contracts will include a 48 month year term, plus the provision to extend for a further period of up to 12 months (at the Authority's discretion and on a contract by contract basis as per each Lot). As such, an extension carried out, for example for Lot 1 for an additional 12 months does not necessarily mean that such an extension will be utilised for Lot 2 or the remaining Lots.

## **Main procurement category**

Services

## **CPV classifications**

- 79341000 - Advertising services
- 79342000 - Marketing services

## **Contract locations**

- UKE42 - Leeds

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## **Information about tenders**

## **Lot 1. Lamp Post Banners**

- 2 tenders received
  - 2 tenders 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
  - 1 supplier unsuccessful (details included for contracts over £5 million)
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## **Lot 2. Lamp Post Mounted Six Sheet Units**

- 2 tenders received
  - 2 tenders 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
  - 1 supplier unsuccessful (details included for contracts over £5 million)
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## **Lot 3. Roundabouts and Verges Advertising**

- 3 tenders received
  - 3 tenders 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
  - 2 suppliers unsuccessful (details included for contracts over £5 million)
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## **Lot 4. Planters Advertising**

- 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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## **Lot 5. Boundary Sign Advertising**

- 2 tenders received
  - 2 tenders 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
  - 1 supplier unsuccessful (details included for contracts over £5 million)
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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## Suppliers

### Bay Media Ltd

76a Bermondsey Street

London

SE1 3UD

United Kingdom

Email: [ieuan.marsh@baymedia.co.uk](mailto:ieuan.marsh@baymedia.co.uk)

Region: UK144 - Lewisham and Southwark

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 5. Lot 5. Boundary Sign Advertising

### OUTDO MEDIA LIMITED

- Companies House: 07462517
- Public Procurement Organisation Number: PYZC-9846-XNNG

5a Clare Road

Halifax

HX1 2HX

United Kingdom

Email: [richardeccles@outdo.co.uk](mailto:richardeccles@outdo.co.uk)

Region: UKE44 - Calderdale and Kirklees

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Lot 1 Lamp Post Banners

Contract 2. Lot 2. Lamp Post Mounted Six Sheet Units

Contract 3. Roundabouts and Verges Advertising

Contract 4. Planters Advertising

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## **Contracting authority**

### **Leeds City Council**

- Public Procurement Organisation Number: PJYG-6658-PPMY

Civic Hall, Calverley Street

Leeds

LS1 1UR

United Kingdom

Email: [environmentandcommunities@leeds.gov.uk](mailto:environmentandcommunities@leeds.gov.uk)

Region: UKE42 - Leeds

Organisation type: Public authority - sub-central government