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Tender

Supply and Maintenance of Bus Shelters with Advertising Opportunities

Reading Borough Council

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

Notice identifier: 2025/S 000-069688

Procurement identifier (OCID): ocds-h6vhtk-05d707 ([view related notices](#))

Published 30 October 2025, 11:52am

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Scope

Description

Reading Borough Council (RBC) is looking to appoint a supplier to supply, install and maintain its estate of bus shelters. This opportunity is being offered on a concession basis whereby the supplier will take on all financial and operational risks associated with the supply, installation and maintenance of the bus shelters. In return, the supplier will have the opportunity to sell advertising space available within the bus shelter structure, including digital displays. The supplier will be expected to pay a Minimum Rent Guarantee (MRG) to the council. The supplier will also have the opportunity for the supply, installation and maintenance of freestanding digital advertising units (FSUs) and potentially other street furniture capable of integrating advertising displays. All advertising will be subject to standard planning conditions, which the supplier will be responsible for obtaining.

Total value (estimated)

- £2,000,000 excluding VAT
- £2,400,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 9 March 2026 to 8 March 2041
- Possible extension to 8 March 2044
- 18 years

Description of possible extension:

3 x 1 year extension subject to satisfactory performance

Main procurement category

Services

CPV classifications

- 34928440 - Bus-stop posts
- 44212321 - Bus shelters
- 79341000 - Advertising services
- 79341200 - Advertising management services

Contract locations

- UKJ11 - Berkshire

Submission

Tender submission deadline

1 December 2025, 5:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/readingbc/asp/Home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 January 2026

Award criteria

Name	Description	Type
Simple description	<p>Awarded on the basis of 30% price and 70% quality. The quality criteria to be used is as follows: Score Classification Definition</p> <p>0 No response No response at all or insufficient information provided in the response such that the response is totally un-assessable and/or incomprehensible. The response is considered non-compliant with the requirements or minimum standards.</p> <p>2 Poor The response does not meet several significant areas in the Council's requirements. Little or no detail has been provided to support and demonstrate the Tenderers ability to provide the required deliverables and/or considerable reservations as to the Tenderers ability to deliver the requirements.</p> <p>4 Minor reservations Response does not fully meet the Council's requirements. Response is mostly supported by clear evidence or other forms of assurance. Some minor reservations or minor weaknesses of how the Tenderer will meet the requirements by their allocation of skills and understanding, resources and quality measures.</p> <p>6 Good response Response largely addresses and meets the requirements and is mostly supported by clear evidence or other forms of assurance that provides confidence in the bidder's ability to deliver the</p>	Price

Name	Description	Type
	<p>requirements. 8 Excellent response Response fully addresses and meets the requirements, with full details and, where evidence is required or necessary, full, and relevant information provided. Provides full confidence in the Tenderers ability to provide the required deliverables and requirements. 10 Outstanding response Response fully addresses and meets the Council's requirements and is always supported by clear evidence or other forms of assurance that provides confidence in the bidder's ability to deliver the requirements and provides significant benefits/related added value over and above the stated requirements. Meaning the response identifies factors that demonstrates added value, with evidence to support the response.</p>	

Weighting description

Awarded on the basis of 30% price and 70% quality. The quality criteria to be used is as follows:

Score Classification Definition

0 No response

No response at all or insufficient information provided in the response such that the response is totally un-assessable and/or incomprehensible. The response is considered non-compliant with the requirements or minimum standards.

2 Poor

The response does not meet several significant areas in the Council's requirements. Little or no detail has been provided to support and demonstrate the Tenderers ability to provide the required deliverables and/or considerable reservations as to the Tenderers ability to deliver the requirements.

4 Minor reservations

Response does not fully meet the Council's requirements. Response is mostly supported by clear evidence or other forms of assurance. Some minor reservations or minor weaknesses of how the Tenderer will meet the requirements by their allocation of skills and understanding, resources and quality measures.

6 Good response

Response largely addresses and meets the requirements and is mostly supported by clear evidence or other forms of assurance that provides confidence in the bidder's ability to deliver the requirements.

8 Excellent response

Response fully addresses and meets the requirements, with full details and, where evidence is required or necessary, full, and relevant information provided.

Provides full confidence in the Tenderers ability to provide the required deliverables and requirements.

10 Outstanding response

Response fully addresses and meets the Council's requirements and is always supported by clear evidence or other forms of assurance that provides confidence in the bidder's ability to deliver the requirements and provides significant benefits/related added value over and above the stated requirements. Meaning the response identifies factors that demonstrates added value, with evidence to support the response.

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Concession

Documents

Associated tender documents

[Bus Shelters and Advertising Tender 2025.zip](#)

Contracting authority

Reading Borough Council

- Public Procurement Organisation Number: PWBJ-9435-VXQQ

Bridge Street

Reading

RG1 2LU

United Kingdom

Contact name: Susan Jones

Email: pchub@reading.gov.uk

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

Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government