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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

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

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Tender submission deadline

1 December 2025, 5:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

26 January 2026

Award criteria

Price

Name Description Type

Simple 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 unassessable and/or incomprehensible. The response is considered noncompliant 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

Name	Description	Туре
	requirements. 8 Excellent	
	response Response fully	
	addresses and meets the	
	requirements, with full details	
	and, where evidence is	
	required or necessary, full, and	l
	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.	

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
December 1
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

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United Kingdom

Contact name: Susan Jones

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Region: UKJ11 - Berkshire

Organisation type: Public authority - sub-central government