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Planning

Bus Passenger Shelter Advertising Concession

Newport City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072979

Procurement identifier (OCID): ocds-h6vhtk-05df18

Published 11 November 2025, 7:19pm

Scope

Description

Due to the forthcoming expiration of the Council's existing passenger shelter advertising concession, the Council will be looking to invite tenders in due course for the grant of a fifteen year concession, extendable for a further 5 years by mutual consent, allowing the provision and maintenance of "advertising bus passenger shelters" and Information Panels within the City of Newport.

Total value (estimated)

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

Below the relevant threshold

Contract dates (estimated)

- 1 July 2026 to 30 June 2041
- Possible extension to 30 June 2046
- 20 years

Main procurement category

Services

CPV classifications

- 22460000 - Trade-advertising material, commercial catalogues and manuals
- 79340000 - Advertising and marketing services
- 48481000 - Sales or marketing software package

Contract locations

- UKL21 - Monmouthshire and Newport

Engagement

Engagement deadline

21 November 2025

Engagement process description

Due to the forthcoming expiration of the Council's existing passenger shelter advertising concession, the Council is inviting tenders for the grant of a fifteen year concession, extendable for a further 5 years by mutual consent, allowing the provision and maintenance of "advertising bus passenger shelters" and Information Panels within the City of Newport. It is anticipated the concession would commence in July 2026 .

There is an extensive network of bus services operating in Newport, which has a population of approximately 160,000 largely concentrated in the urban area of the city but also with extensive links across authority borders.

The new agreement will cover a range of sites as follows:

- (i) There are currently 80 Advertising Shelters within the city that are or have been occupied by advertising shelters in accordance with the agreement referred to above.
- (ii) There are also 80 Non advertising Shelters which were provided as part of the existing contract
- (iii) There are many other shelters and stops within the city that do not have the benefits afforded by the provision of a shelter of any type which could be considered attractive for advertising purposes.
- (iv) There are also currently 11 Council information and Advertising panels in the City Centre. These are internally illuminated.

The Council anticipates that most if not all of the stop locations with existing advertisement, non advertising shelters and Council information boards will be included in the new agreement but all existing shelters and Information boards at the locations are owned by the current contract provider so any new provider would need to provide their own provision.

The Council will welcome proposals to install advertisement shelters at other bus stops, subject to Traffic Management, Planning and Advertising Permissions being made available and also towards the use of Digital displays where these are practicable.

The Council is seeking expressions of interest from parties able to deliver this concession for the period stated. Please either confirm your expression of interest or contact michael.owen@newport.gov.uk to register your interest in the upcoming tender event.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

15 December 2025

Contracting authority

Newport City Council

- Public Procurement Organisation Number: PWLP-4583-NQGG

Civic Centre

Newport

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Region: UKL21 - Monmouthshire and Newport

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales