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Award

## **Bus Promotion & Communication - Media**

The West of England Combined Authority

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

Notice identifier: 2025/S 000-074412

Procurement identifier (OCID): ocds-h6vhtk-05a31e ([view related notices](#))

Published 17 November 2025, 2:04pm

### **Scope**

### **Reference**

C0532

### **Description**

This requirement is for a Media Agency in support of Bus communications & promotion. This requirement will provide a greater understanding of the available services and benefits among members of the public that can access them, in turn generating a greater uptake and usage of such initiatives.

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## **Contract 1. Bus Communication & Promotion - Media**

### **Supplier**

- Route Agency Limited

### **Contract value**

- £500,000 excluding VAT
- £600,000 including VAT

Above the relevant threshold

### **Award decision date**

12 November 2025

### **Date assessment summaries were sent to tenderers**

12 November 2025

### **Standstill period**

- End: 26 November 2025
- 8 working days

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

28 November 2025

## **Contract dates (estimated)**

- 28 November 2025 to 31 January 2027
- Possible extension to 31 July 2027
- 1 year, 8 months, 3 days

Description of possible extension:

The duration of this contract can be extended by up to 6 calendar months, this is a time only extension.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UKK - South West (England)

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## **Information about tenders**

- 6 tenders received
- 6 tenders assessed in the final stage:
  - 5 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 5 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Open procedure

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## Supplier

### Route Agency Limited

- Companies House: 09722237

C/O Bishop Fleming 10 Temple Back, Redcliffe, Bristol, England,

Bristol

BS1 6FL

United Kingdom

Email: [info.route@route.agency](mailto:info.route@route.agency)

Website: <https://route.agency/>

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Connected people/organisations:

2 individuals with significant control.

Darren John Davidson

Benjamin Dascombe

Correspondance address for both is:

C/O Bishop Fleming,

10 Temple Back,

Bristol,

England,

BS1 6FL

Contract 1. Bus Communication & Promotion - Media

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## **Contracting authority**

### **The West of England Combined Authority**

- Public Procurement Organisation Number: PGWR-9284-XMRY

70 Redcliff Street

Bristol

BS1 6AL

United Kingdom

Email: [info@westofengland-ca.gov.uk](mailto:info@westofengland-ca.gov.uk)

Website: <https://www.westofengland-ca.gov.uk/about-us/contact-us/>

Region: UKK11 - Bristol, City of

Organisation type: Public authority - sub-central government