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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.

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)

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)

Procedure

Procedure type

Open procedure

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

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

Contracting authority

The West of England Combined Authority

- Public Procurement Organisation Number: PGWR-9284-XMR Y

70 Redcliff Street

Bristol

BS1 6AL

United Kingdom

Email: 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