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Contract

## **Bus Shelter Advertising Concession and Maintenance Services**

West Northamptonshire Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-075035

Procurement identifier (OCID): ocds-h6vhtk-04f7e9 ([view related notices](#))

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### **Scope**

### **Reference**

WNC 00000512

### **Description**

West Northamptonshire Council sought tenders for the following services: Bus Shelter Advertising Concessions and Maintenance Services, from which the maintenance of the bus shelters is to be funded, with the aim of the Authority also receiving an income. The contract will provide for the operator to provide and install new shelters.

The scope of the services was further detailed in the procurement documents made available on the publication of the Tender Notice and these documents were further refined during the procurement process.

The procurement was undertaken using the Competitive Flexible procedure under the Procurement Act 2023.

At Tender Notice and considering existing service scope the Authority estimated a total value of £15,000,000 excluding VAT as per Schedule 3, para. 3(2) of the Procurement Act 2023. The estimated capital financing, maintenance cost and income to WNC are based on the financial element of the tender evaluation the actual total cost is unknown due to the nature being a concessions contract and is an estimated value.

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## **Contract 1. Bus Shelter Advertising Concession and Maintenance Services**

### **Supplier**

- [Bauer Media Outdoor UK Ltd](#)

### **Contract value**

- £5,000,000 excluding VAT
- £6,000,000 including VAT

Above the relevant threshold

### **Date signed**

31 October 2025

## **Contract dates**

- 3 November 2025 to 2 November 2035
- Possible extension to 2 November 2040
- 15 years

Description of possible extension:

The Authority may, by giving the Supplier not less than 12 months' written notice prior to expiry of the Initial Term, request the extension of this agreement in respect of the whole (or part) of the Services and on the same terms mutatis mutandis, for a period of up to five years from the day following expiry of the Initial Term.

## **Main procurement category**

Services

## **CPV classifications**

- 44212321 - Bus shelters
- 33952000 - Transport equipment and auxiliary products to transportation
- 34928000 - Road furniture
- 50800000 - Miscellaneous repair and maintenance services
- 45213315 - Bus-stop shelter construction work
- 79341000 - Advertising services
- 79340000 - Advertising and marketing services

## **Key performance indicators**

<b>Name</b>	<b>Description</b>	<b>Reporting frequency</b>
Performance Measurement - Urgent Faults Resolved	Percentage of Urgent Faults resolved in specified time - Target 95% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months
Performance Measurement - Non-urgent Faults resolved	Percentage of Non-urgent Faults resolved in specified time - Target 90% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months
Performance Measurement - Offensive Graffiti or Fly Posting Removed	Percentage of offensive graffiti or fly posting removed in specified time - Target 95% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months
Performance Measurement - Mandatory Inspections and Required Follow-up Works	Percentage of statutory / mandatory inspections and required follow-up works completed in required time - Target 98% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months
Performance Measurement - Planned Inspections and Maintenance Works	Percentage of other planned inspections and maintenance works completed in scheduled time (scheduled time to meet the requirements of this Specification) - Target 90% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months

<b>Name</b>	<b>Description</b>	<b>Reporting frequency</b>
Performance Measurement - Time the Customer Response Facilities are Available	Percentage of time the customer response facilities are available and responded to in accordance with clause 22.3 - Target 99% The Operator shall self-monitor and report on performance on a monthly basis to the Authority.	1 months

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## **Submission**

### **Submission type**

Requests to participate

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## **Other information**

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

## Procedure type

Competitive flexible procedure

## Special regime

Concession

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## Supplier

### Bauer Media Outdoor UK Ltd

- Public Procurement Organisation Number: PMNX-4662-JYYH

33 Golden Square

London

W1F 9JT

United Kingdom

Telephone: 02074782200

Email: [maria.macias@clearchannel.co.uk](mailto:maria.macias@clearchannel.co.uk)

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

## Contract 1. Bus Shelter Advertising Concession and Maintenance Services

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### **Contracting authority**

#### **West Northamptonshire Council**

- Public Procurement Organisation Number: PGDV-8944-CMBP

Angel Street

Northampton

NN1 1ED

United Kingdom

Contact name: Claire Baker

Email: [procurement@westnorthants.gov.uk](mailto:procurement@westnorthants.gov.uk)

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

Region: UKF24 - West Northamptonshire

Organisation type: Public authority - sub-central government