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Contract

Supply, Installation, Maintenance and Management of Digital Totems for Town Centres in the Caerphilly Borough.

Caerphilly County Borough Council

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

Notice identifier: 2025/S 000-077488

Procurement identifier (OCID): ocds-h6vhtk-05a71e ([view related notices](#))

Published 27 November 2025, 8:53am

Scope

Reference

CCBC/PS2864/AB/25

Description

A contract awarded for the supply, installation, maintenance and management of outdoor digital totems within the borough's principal town centres.

Contract 1. Supply, Installation, Maintenance and Management of Digital Totems for Town Centres

Supplier

- Route Sales and Media Ltd

Contract value

- £104,000 excluding VAT
- £124,800 including VAT

Below the relevant threshold

Date signed

24 November 2025

Contract dates

- 25 November 2025 to 31 March 2029
- Possible extension to 31 March 2030
- 4 years, 4 months, 6 days

Description of possible extension:

The Council reserves the right, at its sole discretion, to extend the contract beyond this date in successive periods of two (2) years, subject to satisfactory performance and continued operational requirements. Such extensions may continue for the life of the digital totems or until no longer required to ensure continued servicing and maintenance, as determined by the Council.

Main procurement category

Goods

CPV classifications

- 44423400 - Signs and related items
- 34928470 - Signage
- 30231300 - Display screens
- 45310000 - Electrical installation work
- 79341200 - Advertising management services

Contract locations

- UKL16 - Gwent Valleys

Procedure

Procedure type

Below threshold - open competition

Supplier

Route Sales and Media Ltd

- Companies House: 11146523

Unit 9 & 10 Stuart Close Trade Park

Cardiff

CF11 8QF

United Kingdom

Email: dean.jones@dragon-group.co.uk

Region: UKL22 - Cardiff and Vale of Glamorgan

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Supply, Installation, Maintenance and Management of Digital Totems for Town Centres

Contracting authority

Caerphilly County Borough Council

- Public Procurement Organisation Number: PWHP-2369-JPYL

Penallta House, Tredomen Park

Hengoed

CF82 7PG

United Kingdom

Contact name: Asher Bashir

Email: bashia@caerphilly.gov.uk

Website: <http://www.caerphilly.gov.uk>

Region: UKL16 - Gwent Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales