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Tender

Large Scale Digital Screens and Advertising Concession Contract

Cardiff Council

F02: Contract notice

Notice identifier: 2025/S 000-003375

Procurement identifier (OCID): ocids-h6vhtk-04838f

Published 31 January 2025, 4:58pm

Section I: Contracting authority

I.1) Name and addresses

Cardiff Council

County Hall, Atlantic Wharf

Cardiff

CF10 4UW

Contact

Laura Pine

Email

CorporateandTransport@cardiff.gov.uk

Country

United Kingdom

NUTS code

UKL22 - Cardiff and Vale of Glamorgan

Internet address(es)

Main address

<https://www.cardiff.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0422

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://supplierlive.proactisp2p.com/Account/Login#>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierlive.proactisp2p.com/Account/Login>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://supplierlive.proactisp2p.com/Account/Login>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Large Scale Digital Screens and Advertising Concession Contract

Reference number

ERFX1008582

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Cardiff Council are proposing the installation of digital advertising screens at key locations around the outer areas and main arterial routes into Cardiff.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Lot 15 Penarth Road Opposite Pumping Station (Verge)

Lot No

15

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Penarth Road Opposite Pumping Station (Verge) Cardiff, Wales

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 2 Gabalfa Interchange (Bridge)

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Gabalfa Interchange (Bridge) Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Duration in months

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Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 3 Eastern Ave Llanederyn Interchange

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Eastern Ave Llanederyn Interchange, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Duration in months

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This contract is subject to renewal

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Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 4 Culverhouse Cross

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Culverhouse Cross, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward.

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Extension Term: Two years

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Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 5 Newport Road Rumney Hill

Lot No

5

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Newport Road, Rumney Hill, Cardiff, Wales.

II.2.4) Description of the procurement

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 6 Cardiff Gate Interchange M4

Lot No

6

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Cardiff Gate Interchange M4, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 7 Heol Pontpennau (Wedding Cake)

Lot No

7

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Heol Pontprennau (Wedding Cake) Cardiff, Wales

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 8 Pontprennau Interchange (Bridge)

Lot No

8

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Pontprennau Interchange (Bridge) Cardiff, Wales

II.2.4) Description of the procurement

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II.2.5) Award criteria

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II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 9 Cogan Spur / Ferry Road Interchange

Lot No

9

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Cogan Spur / Ferry Road Interchange, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Duration in months

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This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 10 Rover Way / Southern Way Verge

Lot No

10

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Rover Way / Southern Way Verge, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward.

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Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 11 Pentwyn Interchange (Bridge)

Lot No

11

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Pentwyn Interchange (Bridge) Cardiff, Wales

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 12 East Tyndal Street / Ocean Way Verge

Lot No

12

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

East Tyndal Street / Ocean Way Verge, Cardiff, Wales

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 13 Eastern Bay Link / Ocean Way Roundabout

Lot No

13

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Eastern Bay Link / Ocean Way Roundabout, Cardiff, Wales

II.2.4) Description of the procurement

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II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 14 Newport Road / Malbrough Road Central Reservation

Lot No

14

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Newport Road / Malbrough Road Central Reservation, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

The Agreement has been divided up into separate lots. One lot for each location. This will allow a range of partners from local SMEs to large international marketing companies the opportunity to sell advertising space in Cardiff.

Planning and Road Safety Audits will be carried out prior to the tender process.

A 10 year contract is standard term due to the initial outlay of the cost of the purchase and installation of the screens.

Having carried out a benchmarking exercise this contract term of 10 year is used in this industry for digital advertising by all the councils reviewed. Manchester, Bristol, TFL, Birmingham.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

120

This contract is subject to renewal

Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 16 All Lots

Lot No

16

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Cardiff, Wales

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward. The revenue generated can be used to support corporate activities and localised improvements.. The overall contract will be awarded for 10 years with the option to extend for 12 months.

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Yes

Description of renewals

Extension Term: Two years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 1 Queensgate Roundabout

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UKL22 - Cardiff and Vale of Glamorgan

Main site or place of performance

Queensgate Roundabout, Cardiff, Wales.

II.2.4) Description of the procurement

The City of Cardiff Council has many assets and prime highway locations that are attractive to advertisers. These assets have the potential to generate a significant annual income. The asset types include possible locations for digital screens on roundabouts, verges, underpasses, bridge gantries. . The City of Cardiff Council through this contract seeks procurement of marketing partners for each of the locations identified in the individual lots. These partners will install the new digital screens at their own cost and will sell the advertising space to generate a sustainable annual income stream going forward.

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Description of renewals

Extension Term: 2 year

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-022775](#)

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

3 March 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English, Welsh

IV.2.7) Conditions for opening of tenders

Date

3 March 2025

Local time

12:00pm

Place

Electronically through Proactis.

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

(WA Ref:147709)

The buyer considers that this contract is suitable for consortia.

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom