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Contract

## **Large Format Digital Advertising Boards**

Derby City Council

F03: Contract award notice

Notice identifier: 2023/S 000-004547

Procurement identifier (OCID): ocds-h6vhtk-038bf4

Published 14 February 2023, 3:28pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Derby City Council

Corporation Street

Derby

DE1 2FS

#### **Contact**

Paul Hallsworth

#### **Email**

[procurement@derby.gov.uk](mailto:procurement@derby.gov.uk)

#### **Telephone**

+44 1332640768

#### **Country**

United Kingdom

**Region code**

UKF11 - Derby

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.derby.gov.uk](http://www.derby.gov.uk)

**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 Format Digital Advertising Boards

Reference number

TD1831

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Creation of a framework of Contractors who are able to develop and install large format digital advertising boards on highways land or affixed to council-owned infrastructure across the city.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £600,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKF - East Midlands (England)

#### **II.2.4) Description of the procurement**

Creation of a framework of Contractors who are able to develop and install large format digital advertising boards on highways land or affixed to council-owned infrastructure

across the city.

The framework will generate income for the Council through advertising and provide an opportunity to promote the Council's messages.

Contractors will submit proposals for sites which will be approved subject to meeting certain criteria. Where the Council identifies sites it considers suitable for development it will undertake a mini competition amongst all Contractors on the framework to determine the best outcome in terms of financial reward for the city, subject to certain criteria being met.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

#### **II.2.11) Information about options**

Options: Yes

Description of options

Initial term of two years with options to extend for up to a further 24 months.

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## **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: [2022/S 000-034817](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 February 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Global Outdoor Media Limited

London

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

Companies House

2866133

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £600,000

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A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 February 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

JC Decaux UK Ltd

Brentford

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

Companies House

1679670

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £600,000

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### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 February 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Wildstone Development Ltd

London

Country

United Kingdom

NUTS code

- UKF - East Midlands (England)

Companies House

0713032

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £600,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Derby City Council

Derby

Country

United Kingdom