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Contract

Lamp Column Banner Advertising Concession Contract

London Borough of Camden Council

F25: Concession award notice

Notice identifier: 2024/S 000-015118

Procurement identifier (OCID): ocds-h6vhtk-03b768

Published 13 May 2024, 11:14am

Section I: Contracting authority/entity

I.1) Name and addresses

London Borough of Camden Council

Town Hall

LONDON

WC1H9JE

Email

procurement@camden.gov.uk

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.camden.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

Lamp Column Banner Advertising Concession Contract

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The London Borough of Camden is awarding a Concession contract for the provision of the Lamp Column Banner Advertising Concession.

The concession contract will be for an initial period of 5 years commencing on 1st October 2023 with the option of 2 extensions for 1 year each. The Council has set a minimum annual Guaranteed Income Offer for this contract. Provision of the contract includes installation, maintenance and advertising media owner concession services for the Council's lamp column portfolio. The advertising media is displayed on a 'banner' which is fixed to the lamp column.

II.1.6) Information about lots

This concession is divided into lots: No

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

Value excluding VAT: £4,200,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

London Borough of Camden

II.2.4) Description of the procurement

The London Borough of Camden is awarding a Concession contract for the provision of the Lamp Column Banner Advertising Concession.

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II.2.5) Award criteria

Concession is awarded on the basis of the criteria described below:

- Criterion: Price
- Criterion: Quality

II.2.7) Duration of the concession

Duration in months

60

II.2.14) Additional information

5 years commencing on 1st October 2023 with the option of 2 extensions for 1 year each

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

IV.1.11) Main features of the award procedure

Open tender process

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-009327](#)

Section V. Award of concession

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

21 June 2023

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the concessionaire

Bay Media Limited

London

Country

United Kingdom

NUTS code

- UKI - London

Companies House

03788497

The concessionaire is an SME

Yes

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £4,200,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

London

Country

United Kingdom