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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](mailto: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

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## **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.

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.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](#)

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## **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

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## **Section VI. Complementary information**

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

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

Cabinet Office

London

Country

United Kingdom