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Contract

CO6080 - Victoria Park Market Concession

Tower Hamlets

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

Notice identifier: 2026/S 000-015297

Procurement identifier (OCID): ocids-h6vhtk-05ce31 ([view related notices](#))

Published 19 February 2026, 2:27pm

Scope

Reference

CO6080

Description

The London Borough of Tower Hamlets (LBTH) is inviting proposals for a Sunday Food Market to be held on the night walk area in Victoria Park for a term of 3 years with an option to extend by a further 12 months on two separate occasions by mutual agreement. This agreement would commence from 1 April 2026. The purpose of the tender is to identify an experienced Market Operator who will activate a food and beverage market each Sunday throughout the year. The market should be family-friendly and be of a high quality whereby it builds a positive reputation for the park. The Council expects the successful tenderer to provide a superior hospitality experience to park users and sustain the specified standards and compliance levels with all prevailing food and Health and Safety legislation throughout the term of their contract. In return, the successful bidder will have sole trading rights from the designated market trading areas on the agreed allocated days in return for a fee payable to the Council. A contract duration of three (3) years with the option to extend twice for further one (1) year terms is recommended to give the

market operator time to establish themselves, invest in the market, and attract the best stall holders in London.

Contract 1. CO6080 Victoria Park Market Concession

Supplier

- The Good Market Company Ltd

Contract value

- £650,000 excluding VAT
- £780,000 including VAT

Above the relevant threshold

Date signed

16 February 2026

Contract dates

- 1 April 2026 to 30 March 2029
- Possible extension to 29 March 2031
- 4 years, 11 months, 29 days

Description of possible extension:

2 x 12 months

Main procurement category

Services

CPV classifications

- 92000000 - Recreational, cultural and sporting services
- 98000000 - Other community, social and personal services

Contract locations

- UKI - London

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Concession

Supplier

The Good Market Company Ltd

- Public Procurement Organisation Number: PLZN-6147-JRZD

14 Norcott Road,

London,

N16 7EL

United Kingdom

Email: hi@thegoodmarketcompany.com

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. CO6080 Victoria Park Market Concession

Contracting authority

Tower Hamlets

- Public Procurement Organisation Number: PQBL-2673-MVYG

New Town Hall

London

E1 1BJ

United Kingdom

Contact name: Tolulope Shodipo

Telephone: +44 2073644099

Email: tolulope.shodipo@towerhamlets.gov.uk

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

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - sub-central government