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Tender

## **Queen Elizabeth Olympic Park (QEOP) Advertising Concession**

London Legacy Development Corporation

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-015468

Procurement identifier (OCID): ocds-h6vhtk-0658b2

Published 19 February 2026, 7:05pm

### **Scope**

### **Reference**

PIP-260120-01

### **Description**

The London Legacy Development Corporation is seeking a Media Agency partner to work on our behalf, selling digital advertising content on our assets within the Queen Elizabeth Olympic Park and including assets within the London Aquatics Centre.

This concession seeks to maximise the revenue achievable from our assets and achieve the best financial outcome for both parties.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-services./A3N96G6QMD>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/A3N96G6QMD>

### **Total value (estimated)**

- £150,000 excluding VAT
- £180,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 13 April 2026 to 31 March 2029
- Possible extension to 31 March 2031
- 4 years, 11 months, 18 days

Description of possible extension:

Extensions will be 2 x 1 year (i.e. 1 year + 1 year)

### **Main procurement category**

Services

### **CPV classifications**

- 79341000 - Advertising services
-

## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

6 March 2026, 5:00pm

### **Tender submission deadline**

15 March 2026, 11:59pm

### **Submission address and any special instructions**

<https://www.delta-esourcing.com>

### **Tenders may be submitted electronically**

Yes

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## **Award criteria**

<b>Name</b>	<b>Type</b>	<b>Weighting</b>
Income Generation to LLDC	Price	60%
Technical Expertise in Delivering Required Service	Quality	40%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

### **Special regime**

- Concession
  - Light touch
- 

## **Documents**

### **Associated tender documents**

[Vol.2 - Advertising Concession Specification FINAL.pdf](#)

[Vol.3 - Evaluation Criteria - Advertising Concession FINAL.xlsx](#)

[Vol.4 - Advertising Concession Commercial Offer FINAL.docx](#)

[Vol.6 - Commercial Requirements.docx](#)

[Vol.1 - Proposal Instructions - Advertising Concession Procurement FINAL.docx](#)

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## **Contracting authority**

### **London Legacy Development Corporation**

- Public Procurement Organisation Number: PRCL-4221-CWJR

Floor 9, 5 Endeavour Square

London

E20 1EJ

United Kingdom

Contact name: Alan Rourke

Email: [Procurement@londonlegacy.co.uk](mailto:Procurement@londonlegacy.co.uk)

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government