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Awarded contract

Digital 48 Sheet Advertising

Telford & Wrekin Council

F03: Contract award notice

Notice reference: 2021/S 000-016524

Published: 14 July 2021, 4:15pm

Section I: Contracting authority

I.1) Name and addresses

Telford & Wrekin Council

Darby House, Lawn Central

Telford

TF3 4JA

Email

dan.mackrikel@telford.gov.uk

Telephone

+44 1952380522

Country

United Kingdom

NUTS code

UKG21 - Telford and Wrekin

Internet address(es)

Main address

www.telford.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

Digital 48 Sheet Advertising

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The supply, installation and maintenance of suitable digital 48 sheet advertising screens at two identified sites and sale of advertising on these screens.

The Estimated total value at II.1.5 below is £360,000 (growth potential additional £360,000)

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: £1

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG21 - Telford and Wrekin

Main site or place of performance

Telford and Wrekin

II.2.4) Description of the procurement

The Council currently sells advertising space on a range of outdoor and digital assets to generate income. The income generated from this activity is invested back into the borough. The range of advertising platforms available to our customers has grown in recent years and includes unique advertising opportunities for local businesses to promote themselves to their customers. More information can be found on our website.

Our ambition is to offer businesses in the borough a growing range of advertising opportunities to assist in marketing their business.

The Council has identified two council owned sites for the installation of digital 48 sheet advertising screens near Telford Town Centre. The provider will cover all costs associated with supply, installation and maintenance. Any one off costs and associated ongoing costs including but not limited to business rates, electricity costs, maintenance and replacement should be factored in and reflected in a fixed annual rent paid to the Council. Bids for one location will not be accepted and no other sites will be accepted as part of this tender other than those indicated within the Tender documents.

During the term of the contract, the Council may make available further sites for use under this contract allowing for the potential growth in value of this contract by a maximum of 100% (and accounted for within the values provided). The provider and Council may then agree further survey work to allow use of potential additional sites. Please note however that growth of this contract is entirely at the Council's discretion.

The Value at II.1.5 'Estimated total value' is indicative cost/income over 12 years plus

potential future growth for further screens. As the provider will absorb the cost of the screens, installation, maintenance and sale of advertising there will be £0 value to capital.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/2WB4M2949K>

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: [2021/S 000-008450](#)

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

9 June 2021

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

Radiant Media Ltd

12 New Fetter Lane

London

EC4A 1JP

Country

United Kingdom

NUTS code

- UKG21 - Telford and Wrekin

National registration number

12143775

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1

Total value of the contract/lot: £1

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

The tender documents are available on <https://www.delta-esourcing.com>. The Tender Access Code is 2WB4M2949K Please ensure that you allow yourself at least 2 hours when responding prior to the closing date and time, especially if you have been asked to upload documents. No other format will be accepted. If you experience any technical difficulties please contact the Delta eSourcing Helpdesk on 0845 2707050 or email helpdesk@delta-esourcing.com

All correspondence regarding this opportunity must go through the Delta Message Centre.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=610660178>

GO Reference: GO-2021714-PRO-18566278

VI.4) Procedures for review

VI.4.1) Review body

Telford & Wrekin Council

Darby House, Lawn Central

Telford

TF3 4JA

Telephone

+44 1952383998

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Telford & Wrekin Council

Darby House, Lawn Central

Telford

TF3 4JA

Telephone

+44 1952383998

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Telford & Wrekin Council

Civic Offices

Telford

TF3 4LF

Telephone

+44 1952383998

Country

United Kingdom

