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Planning

## **Digital Signage Project- Advertising Concession**

London Legacy Development Corporation

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-017639

Procurement identifier (OCID): ocds-h6vhtk-046e17

Published 6 June 2024, 4:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London Legacy Development Corporation

5 Endeavour Square, Stratford

UK-London

E20 1JN

#### **Contact**

Robert Hughes

#### **Email**

[RobertHughes@londonlegacy.co.uk](mailto:RobertHughes@londonlegacy.co.uk)

#### **Telephone**

+44 1111111111

**Country**

United Kingdom

**Region code**

UKI41 - Hackney and Newham

**Internet address(es)**

Main address

<https://www.queenelizabetholympicpark.co.uk/our-story>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Other type

Mayoral Development Corporation

**I.5) Main activity**

Other activity

Regeneration

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Digital Signage Project- Advertising Concession

#### II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

London Legacy Development Corporation (LLDC) digital signage project is to build on and extend the general principles of the 2013 Wayfinding Strategy incorporating new digital assets to improve wayfinding across the Queen Elizabeth Olympic Park (QEOP), supporting the estate management in making the park safe, accessible, and inclusive for all users, while providing new commercial opportunities to support the long-term financial sustainability of QEOP. LLDC is seeking to place an advertising concession with a concessionaire to commence from October 2024 to create a long-term revenue generating opportunity, the benefit of which will be shared between the concessionaire and LLDC Before the release of the Contract Notice, LLDC wishes to gauge interest from the marketplace and request that interested parties register express interest via emailing [roberthughes@londonlegacy.co.uk](mailto:roberthughes@londonlegacy.co.uk) by Friday 21 June 2024- 15.00. LLDC also welcome questions from potential Bidders that may wish to engage with the Authority on understanding more about the project as LLDC are keen to encourage suppliers with the capability, appetite, and capacity to bid. All questions and answers will be provided as part of the forthcoming procurement.

#### II.1.5) Estimated total value

Value excluding VAT: £62,600,000

#### II.1.6) Information about lots

This contract is divided into lots: No

### II.2) Description

## **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 30231300 - Display screens
- 34928470 - Signage
- 31523200 - Permanent message signs
- 51110000 - Installation services of electrical equipment
- 50312600 - Maintenance and repair of information technology equipment

## **II.2.3) Place of performance**

NUTS codes

- UKI41 - Hackney and Newham

Main site or place of performance

Hackney and Newham

## **II.2.4) Description of the procurement**

London Legacy Development Corporation (LLDC) is seeking to place an advertising concession with a concessionaire to commence October 2024 to create a long-term revenue generating opportunity, the benefit of which will be shared between the concessionaire and LLDC. LLDC currently envisage that a concession will be awarded to one organisation for the supply of screens, invitation of sponsorship, manufacture, build and installation of the new digital assets in line with LLDC specification to improve way finding across the Park, as well as the selling of advertising. In total there are 19 locations and 41 Light Emitting Diode (LED screens) suitable for dynamic messaging ranging from 48 sheet billboard (road facing locations) to 6 sheet multi directional digital assets. Out of the 19 locations nine locations will be solely wayfinding and 10 locations will be for commercial advertising. Existing digital

inventory within the London Aquatic Centre (LAC) and other locations within the Park is also included. The concessionaire will be responsible for the posting/scheduling of adverts and messages and the installation and maintenance of all digital assets.

### **II.2.14) Additional information**

For avoidance of doubt, the value stated herein is for the full 10 years (120 months). The initial contract duration will be for 7 years with the option to extend for an additional three years. The value comprises £6.6 million Capital Expenditure (CAPEX) and forecasted gross revenue of £56 million. The concessionaire will pay LLDC a share of the gross revenue. The CAPEX will be funded by LLDC.

### **II.3) Estimated date of publication of contract notice**

1 July 2024

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=866688650>

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