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Planning

## **Park Branding and Graphic Production**

London Legacy Development Corporation

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-019211

Procurement identifier (OCID): ocids-h6vhtk-0471f4

Published 21 June 2024, 4:05pm

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

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

London Legacy Development Corporation

5 Endeavour Square

London

E20 1JN

#### **Contact**

Fotis Bountalis

#### **Email**

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

#### **Telephone**

+44 123456789

**Country**

United Kingdom

**Region code**

UKI4 - Inner London – East

**Internet address(es)**

Main address

<https://www.queenelizabetholympicpark.co.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Other type

Mayoral 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**

Park Branding and Graphic Production

Reference number

PIP-221005-01

#### **II.1.2) Main CPV code**

- 79822500 - Graphic design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The London Legacy Development Corporation (LLDC) Group is seeking a Service Provider to provide graphic production and brand implementation services to support continued high-quality visitor experiences on Queen Elizabeth Park and in its venues. The scope of services encompasses pre-production, production, and supply of various materials, including event signage, park wayfinding, hoarding panels, ad-hoc signage, and physical branded assets. Additionally, the contract will be required to provide signage and branding installation and decommissioning services for park assets, and the development and maintenance of signage and branding assets for London Stadium. The contract value will be £0 and commitment to spend will be made via task-orders. The estimated spend is £200,000 per year for the duration of 4 years for a total value of £800,000. However, dependent on external sponsorships this could potentially increase LLDC spend up to a total of £4 million for the duration of the contract.

#### **II.1.5) Estimated total value**

Value excluding VAT: £4,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKI4 - Inner London – East

Main site or place of performance

Inner London – East

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

The LLDC is seeking a Service Provider to provide graphic production and brand implementation services to support continued high-quality visitor experiences on Queen Elizabeth Park and in its venues. The scope of services encompasses pre-production, production, and supply of various materials, including event signage, park wayfinding, hoarding panels, ad-hoc signage, and physical branded assets. Additionally, the contract will be required to provide signage and branding installation and decommissioning services for park assets, and the development and maintenance of signage and branding assets for London Stadium.

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

29 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=869222616>

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