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Tender

## **???Digital Advertising Concession**

London Legacy Development Corporation

F24: Concession notice

Notice identifier: 2024/S 000-020980

Procurement identifier (OCID): ocids-h6vhtk-047c15

Published 9 July 2024, 7:05pm

### **Section I: Contracting authority/entity**

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

London Legacy Development Corporation

FLAT b, 1 Red Lion Square

London

SW18 4LS

#### **Contact**

Fotios Bountalis

#### **Email**

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

#### **Telephone**

+44 74000000

#### **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

Applications or, where applicable, tenders must be submitted to the above-mentioned address

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

Other type

Mayoral Development Corporation

**I.5) Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

???Digital 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.

Capital estimated around £6M and the revenue is the £56,6m

**II.1.5) Estimated total value**

Value excluding VAT: £62,600,000

**II.1.6) Information about lots**

This concession is divided into lots: No

**II.2) Description****II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 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**

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 LED screens suitable for dynamic messaging ranging from 48 sheet billboard (road facing locations) to 6 sheet multi directional digital assets.

#### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria stated in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £62,600,000

#### **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**

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 and forecasted gross revenue of £56 million.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions, indication of information and documentation required

As set out in the Procurement documents

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the concession**

#### **III.2.2) Concession performance conditions**

As set out in the Procurement documents

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## **Section IV. Procedure**

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for submission of applications or receipt of tenders**

Date

4 September 2024

Local time

11:00am

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.3) Additional information

Out of the 19 locations nine locations will be solely wayfinding and 10 locations will be a combination of wayfinding and commercial advertising. Existing digital inventory within the London Aquatic Centre 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. The value stated herein is for the full 10 years (120 months). The Authority proposes a Concession Agreement of a duration longer than 5 years in recognition of the expected life of the digital assets.

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

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Advertising-and-marketing-services./9U297563SN>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/9U297563SN>

GO Reference: GO-202479-PRO-26839340

### VI.4) Procedures for review

#### VI.4.1) Review body

London Legacy Development Corporation

5 Endeavour Square, Stratford

London

E20 1JN

Telephone

+44 7400000000

Country

United Kingdom

**VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

as set out in the Procurement Documents