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Planning

New Licence Agreements for the Provision and Management and Maintenance of Out of Home Advertising

The Royal Borough of Kensington and Chelsea

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-028117

Procurement identifier (OCID): ocds-h6vhtk-0527f6

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Scope

Description

The Royal Borough of Kensington and Chelsea (RBKC) is seeking proposals for the provision, management, and maintenance of large format Out of Home (OOH) advertising across new sites within the Borough. As part of this opportunity, suppliers are invited to identify and propose new locations situated on Council-owned land or property.

Where a proposed location is submitted by only one supplier, and following successful due diligence and planning checks, RBKC reserves the right to enter into direct negotiations with that supplier-without the need to proceed to a full competitive tender for that location.

The term of the contracts will be granted as License Agreements for an initial period of 7 years with an option to extend for a further 3 years in 1-year increments (+ 1+ 1+1). These new large format advertising boards will increase the overall portfolio of the Authority and provide a wider coverage across the borough.

This initiative aims to deliver high-quality, sustainable advertising that maximises revenue, and the appointed provider will be responsible for managing the installation, ensuring

compliance with planning and safety regulations, and the sale of adverts. The proposed structures will also be expected to deliver wider community benefits - improvements to the surrounding street scape and to the local environment, helping to reduce carbon emissions and enhance air quality, facilitating communication and engagement with residents and businesses.

Dependent upon the location and the resourcing within the Authority to support the management of the contracts, some start dates might occur around November 2025, with others possibly starting at a later date.

The selected preferred providers may be required to hold their offers open for 180 days.

Full details of the Council's requirements will be set out in the information pack, which will be issued to those who wish to express an interest in this opportunity.

This opportunity does not fall under the Procurement Act 23 regulations.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=953590458>

Total value (estimated)

- £0 including VAT

Below the relevant threshold

Contract dates (estimated)

- 3 November 2025 to 2 November 2032
- Possible extension to 2 November 2035
- 10 years

Main procurement category

Services

CPV classifications

- 79341200 - Advertising management services

Engagement

Engagement deadline

12 July 2025

Engagement process description

To express an interest in this opportunity, potential contractors should contact Jacqueline.mcintosh1@rbkc.gov.uk

Contracting authority

The Royal Borough of Kensington and Chelsea

- Public Procurement Organisation Number: PPRX-1592-MXGN

Town Hall, Hornton Street

London

W87NX

United Kingdom

Contact name: Jacqueline McIntosh

Email: Jacqueline.McIntosh1@rbkc.gov.uk

Region: UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Organisation type: Public authority - sub-central government