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Planning

## **Camden Small Format Digital Advertising Panels Concession Market Engagement**

London Borough of Camden

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-032416

Procurement identifier (OCID): ocds-h6vhtk-04a721

Published 9 October 2024, 1:14pm

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

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

London Borough of Camden

London Borough of Camden, 5 Pancras Square

London

N1C 4AG

#### **Email**

[procurement@camden.gov.uk](mailto:procurement@camden.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKI31 - Camden and City of London

**Internet address(es)**

Main address

<https://www.camden.gov.uk/>

Buyer's address

<https://www.camden.gov.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Camden Small Format Digital Advertising Panels Concession Market Engagement

Reference number

DN746813

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The Council is seeking responses to a market engagement questionnaire regarding a potential new concession contract to commence in September 2025, subject to completion of our governance processes. It is envisaged that the contract for Small Format Digital advertising panels will form the supply, installation, maintenance and advertising media owner concession services for the Council's small format digital advertising estate. The contract is expected to generate advertising revenue income, of which a share would be paid to the Council.

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

Value excluding VAT: £8,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

NUTS codes

- UKI31 - Camden and City of London

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

The Council is seeking responses to a market engagement questionnaire regarding a potential new concession contract to commence in September 2025, subject to completion of our governance processes. It is envisaged that the contract for Small Format Digital advertising panels will form the supply, installation, maintenance and advertising media owner concession services for the Council's small format digital advertising estate. The contract is expected to generate advertising revenue income, of which a share would be paid to the Council.

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

Value excluding VAT: £8,000,000

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

26 January 2025

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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