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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

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

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

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