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Contract

## **Park Branding & Production Services**

London Legacy Development Corporation

F03: Contract award notice

Notice identifier: 2025/S 000-034872

Procurement identifier (OCID): ocds-h6vhtk-042a33

Published 24 June 2025, 7:05pm

### **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.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Other type

Regeneration

**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 & Production Services

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 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 provide for signage and branding installation and decommissioning services for park assets, and the development and maintenance of signage and branding assets for the London Stadium. Project management responsibilities lie with the service provider. However, there are a number of Key Performance Indicators (KPIs) that the service provider will need to meet.

We required a market that can provide Design and delivery for these services.

Total Value £4,000,000, with £1,200,000 committed spend from the budget over four years. This will be treated as Task-order based contract, with initial value as £0. This contract will be let for the benefit of the GLA Group.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £4,000,000

## **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 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 provide for signage and branding installation and decommissioning services for park assets, and the development and maintenance of signage and branding assets for the London Stadium. Project management responsibilities lie with the service provider. However, there are a number of Key Performance Indicators (KPIs) that the service provider will need to meet.

We require a market that can provide Design and delivery for these services. Total Value £4,000,000, with £1,200,000 committed spend from the budget over four years. This will be treated as Task-order based contract, with initial value as £0. This contract will be let for the benefit of the GLA Group.

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

Quality criterion - Name: Previous Experience / Weighting: Gate Question

Quality criterion - Name: Scenario Based 1: Major Event branding / Weighting: 10

Quality criterion - Name: Scenario Based 2: Great Get together one day event: / Weighting: 10

Quality criterion - Name: Scenario Based 3: Placemaking activations / Weighting: 10

Quality criterion - Name: Supplier Performance / Weighting: 10

Quality criterion - Name: Outline Strategy / Weighting: 5

Quality criterion - Name: Managing Requests / Weighting: 5

Quality criterion - Name: Responsible Procurement: Socio Economic / Weighting: 5

Quality criterion - Name: Responsible Procurement: Sustainability / Weighting: 5

Cost criterion - Name: Unit Rates / Weighting: 40

### **II.2.11) Information about options**

Options: No

### **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 is for 4 years (96 months) with £1,200,000 committed spend from the budget over four years (Excluding VAT) and £2,800,000 non-committed spend from sponsorships over four years (Excluding VAT). The contract is let on Task order basis.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

Accelerated procedure

Justification:

we will be using electronic portal for bids submission.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-037742](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

PIP-221005-01

### **Title**

Park Branding & Production Services

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

30 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

WASSERMAN EMEA LLP

10a Greencoat Place

London

SW1P 1PH

Country

United Kingdom

NUTS code

- UKI6 - Outer London – South

National registration number

OC368517

The contractor is an SME

No

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000



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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=904658322> GO

Reference: GO-2025624-PRO-31124848

### VI.4) Procedures for review

#### VI.4.1) Review body

London Legacy Development Corporation

05 Endeavour Square

London

E20 1JN

Email

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

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