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Tender

Digital Signage Consultancy

London Legacy Development Corporation

F02: Contract notice

Notice identifier: 2022/S 000-035521

Procurement identifier (OCID): ocds-h6vhtk-038dce

Published 15 December 2022, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

London Legacy Development Corporation

Level 9, 5 Endeavour Square

London

E20 1JN

Contact

Cameron Todd

Email

camerontodd@londonlegacy.co.uk

Telephone

+44 2032881800

Country

United Kingdom

Region code

UKI41 - Hackney and Newham

Internet address(es)

Main address

<https://www.queenelizabetholympicpark.co.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/respond/PK9RB9BX92>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Other type

Mayoral Development Corporation

I.5) Main activity

Other activity

Regeneration

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Signage Consultancy

Reference number

0399

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The London Legacy Corporation (LLDC) seeks to appoint a specialist consultancy to support our digital advertising strategy. The successful consultant is required to deliver a detailed report outlining best practice for the use of digital assets at venues and locations across Queen Elizabeth Olympic Park (QEOP).

II.1.5) Estimated total value

Value excluding VAT: £60,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services
- 79411100 - Business development consultancy services
- 79413000 - Marketing management consultancy services

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

Queen Elizabeth Olympic Park (QEOP), operated by London Legacy Development Corporation (LLDC), is a thriving destination. Ten years on from the Games of London 2012, the Park hosts major national and international events, is home to schools, universities, and workplaces, and is increasingly a place to live with new residential areas. In the coming years the new East Bank development will provide a new cultural quarter for London, with the V&A, BBC, University College London, University of the Arts London and Saddler's Wells opening new premises here. The Park currently welcomes over 6m visits a year, but when the East Bank development fully opens, we look to attract over 10m visitors per annum.

LLDC has begun to investigate digital projects across QEOP. Guidance is required as to how these can best be considered collectively to maximise revenue potential. It will be important that our goals towards Net Carbon Zero by 2030 are considered within the narrative and solutions that are delivered as part of this commission.

Working with LLDC, the successful consultant is required to deliver a detailed report outlining best practice for the use of digital assets at our venues and locations. We look for guidance on functionality of each element including how real time messaging could be managed, and direction on how to achieve best value for money.

This is a single stage tender process, and it is anticipated that a single service provider will be appointed. The contract will be let for a period of 6 months, with optional extension periods of 2 x 12 months.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £60,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

Optional extension periods of 2 x 3 months.

II.2.10) Information about variants

Variants will be accepted: No

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

To respond to this opportunity please click here: <https://www.delta-sourcing.com/respond/PK9RB9BX92>

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

Accelerated procedure

Justification:

The contracting authority permits the submission of tenders electronically, using the minimum time limit for receipt of tenders as 30 days.

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

16 January 2023

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

16 January 2023

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

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./PK9RB9BX92>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/PK9RB9BX92>

GO Reference: GO-20221215-PRO-21746150

VI.4) Procedures for review

VI.4.1) Review body

See VI.4.3

London

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Part 3 of the Public Contracts Regulations 2015 addresses the remedies available to economic operators. In the first instance, potentially aggrieved economic operators should notify the LLDC of an appeal.