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Contract

## **TC1199 Large Format Advertising**

Manchester City Council

F03: Contract award notice

Notice identifier: 2024/S 000-036712

Procurement identifier (OCID): ocds-h6vhtk-047d25

Published 13 November 2024, 12:38pm

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

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

Manchester City Council

Floor 5 (Mount Street Elevation), Town Hall Extension, Albert Square

Manchester

M60 2LA

#### **Contact**

Mr Josh Ward

#### **Email**

[joshua.ward@manchester.gov.uk](mailto:joshua.ward@manchester.gov.uk)

#### **Telephone**

+44 1612345000

#### **Country**

United Kingdom

**Region code**

UKD3 - Greater Manchester

**Internet address(es)**

Main address

<http://www.manchester.gov.uk>

Buyer's address

<http://www.manchester.gov.uk>

**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**

TC1199 Large Format Advertising

Reference number

DN732330

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Manchester City Council welcomes the opportunity for an innovative media owner to modernise the provisions of their current city-wide Out-of-Home Large Format Advertising Contract.

The current contract consists of x24 Digital and Non-digital advertising assets in various sizes around Manchester. The council, through a process of rationalisation have reduced the number of large format displays to x17 with an additional site added, subject to planning permission, bringing the overall portfolio to x18 displays. The Council are seeking the successful supplier that will inherit the x17 large format displays that will digitalise the large format estate through an accelerated process and to future proof the advertising units to enable continual improvement of performance and outcomes throughout the contract life. The Large Format Advertising contract will commence from the 1st October 2025, to let for 120 months, with an option for a further 60-month extension. This contract will be based on a fixed fee per site and profit share agreement.

#### **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: £88,056,812.91

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKD3 - Greater Manchester

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

Further details are set out in the procurement documents

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

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Social Value / Weighting: 20

Quality criterion - Name: Carbon and Environment / Weighting: 10

Price - Weighting: 30

### **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 Council is using the e-business portal known as the Chest. Applicants will need to register their details at the following link [www.the-chest.org.uk](http://www.the-chest.org.uk). Applicants will need to electronically submit their completed tender documents, including the standard questionnaire, via the on-line portal by 11am on 26th August 2024 as referred to in IV.2.2.

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## **Section IV. Procedure**

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

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

Open procedure

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

Notice number: [2024/S 000-021518](#)

#### **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**

TC1199

### **Title**

Large Format Advertising

A contract/lot is awarded: Yes

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

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

13 November 2024

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

Number of tenders received: 1

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: 1

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

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

Ocean Outdoor

25 Argyll Street

London

W1F 7TU

Country

United Kingdom

NUTS code

- UKD3 - Greater Manchester

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: £70,000,000

Total value of the contract/lot: £88,056,812.91

**V.2.5) Information about subcontracting**

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 6 %

Short description of the part of the contract to be subcontracted

2% - Specialised Technical Support

2% - Specialised digital signage installation

2% - Civil Engineering/Groundworks

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The High Court (England, Wales and Northern Ireland)

London

WC2A 2LL

Country

United Kingdom