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Tender

## **Park Branding & Production Services**

London Legacy Development Corporation

F02: Contract notice

Notice identifier: 2024/S 000-037742

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

Published 21 November 2024, 7:05pm

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

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

London Legacy Development Corporation

5 Endeavour Square

London

E20 1JN

#### **Email**

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

#### **Telephone**

+44 74000000

#### **Country**

United Kingdom

## **Region code**

UKI4 - Inner London – East

## **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/tenders/UK-UK-London:-Graphic-design-services./3R646GGA34>

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

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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 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.1.5) Estimated total value**

Value excluding VAT: £4,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79822500 - Graphic design services

### **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**

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: £1,200,000

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

Duration in months

96

This contract is subject to renewal

Yes

Description of renewals

Another Procurement will commence on year 3 of the contract

## **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**

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 will be let on Task order basis.

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## **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

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## **Section IV. Procedure**

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

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

Open procedure

Accelerated procedure

Justification:

1 days as 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 000-000001](#)

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

Date

19 December 2024

Local time

11:00am

**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: 4 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

19 December 2024

Local time

1:00pm

Place

LLDC Offices

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **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:-Graphic-design-services./3R646GGA34>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/3R646GGA34>

GO Reference: GO-20241121-PRO-28616135

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

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

London Legacy Development Corporation

1 Stratford Place, Westfield Stratford City, Montfichet Road

London

E20 1EJ

Telephone

+44 7400000000

Country

United Kingdom