

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/041460-2024>

Planning

## **Provision and Management of Large Format Advertising at Cheyne Walk, London SW10**

Royal Borough of Kensington & Chelsea

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-041460

Procurement identifier (OCID): ocds-h6vhtk-04ccc2

Published 23 December 2024, 4:05pm

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

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

Royal Borough of Kensington & Chelsea

Town Hall, Hornton Street

London

W87NX

#### **Contact**

Jacqueline McIntosh

#### **Email**

[Jacqueline.mcintosh1@rbkc.gov.uk](mailto:Jacqueline.mcintosh1@rbkc.gov.uk)

#### **Telephone**

+44 7890045906

**Country**

United Kingdom

**Region code**

UKI33 - Kensington & Chelsea and Hammersmith & Fulham

**Internet address(es)**

Main address

<https://www.rbkc.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

Provision and Management of Large Format Advertising at Cheyne Walk, London SW10

#### II.1.2) Main CPV code

- 79341000 - Advertising services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

Please note that this PIN is to update the previous PIN (2024 S/000-040351) issued 13 December 2024 and to alert the supplier market to now submit a formal expression of interest for the Licence Agreement opportunity that will be published in early January 2025. RBKC intends to engage a suitably qualified a provider for the provision, management, and maintenance of the large-format advertising site at 106 Cheyne Walk, London SW10. This site is a prime location within the Borough, offering significant potential for innovative and resilient advertising solutions. This opportunity seeks to maximise income generation for RBKC while ensuring sustainable, high-quality management of the site. The successful provider will demonstrate expertise in large-format advertising, innovative design approaches, and adherence to planning and environmental considerations. The project will include, but is not limited to: Designing, installing, and maintaining a large-format advertising structure(s). Ensuring compliance with local planning, environmental, and legal requirements. Developing a robust income-generation strategy, including direct sales, and partnerships. Proposing solutions that enhance site resilience, reduce maintenance needs, and align with the Borough's sustainability goals We intend to publish the Information pack in early January 2025 to all those who have expressed their interest to us to submit a proposal in accordance with the information pack requirements and submission dates. Please send all EOI, and subsequent submissions to Jacqueline McIntosh at [jacqueline.mcintosh1@rbkc.gov.uk](mailto:jacqueline.mcintosh1@rbkc.gov.uk). This opportunity aims to ensure overall: •Delivery of a high quality, innovative and sustainable advertising solution •Maximisation of revenue for the borough while ensuring compliance •Enhancement of the environment and local community

#### II.1.6) Information about lots

This contract is divided into lots: No

## **II.2) Description**

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

NUTS codes

- UKI33 - Kensington & Chelsea and Hammersmith & Fulham

Main site or place of performance

Kensington & Chelsea and Hammersmith & Fulham

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

We intend to publish the Information pack in relation to this proposed Licence Agreement in early January 2025 and at that point invite suppliers to submit a proposal in accordance with the Information pack requirements and submission dates.

#### **II.2.14) Additional information**

The Information pack will be emailed out by the Council directly to potential bidders. If you wish to participate in this exercise, please ensure your company has expressed an interest to us in advance. RBKC is committed to a transparent, non-discriminatory, and competitive procurement process that promotes innovation and sustainability in its advertising projects.

### **II.3) Estimated date of publication of contract notice**

20 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: Yes

---

## **Section VI. Complementary information**

### **VI.3) Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=911958456>

GO Reference: GO-20241223-PRO-28983014