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Contract

Small Format Digital Advertising Panels

London Borough of Camden

F25: Concession award notice

Notice identifier: 2025/S 000-048099

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

Published 12 August 2025, 3:07pm

Section I: Contracting authority/entity

I.1) Name and addresses

London Borough of Camden

Town Hall, Judd Street

London

WC1H9JE

Contact

Samuel Condliffe

Email

samuel.condliffe@camden.gov.uk

Telephone

+44 7577456465

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.camden.gov.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Small Format Digital Advertising Panels

II.1.2) Main CPV code

- 79341200 - Advertising management services

II.1.3) Type of contract

Services

II.1.4) Short description

The management of small format digital advertising panels across the Borough

II.1.5) Estimated total value

Value excluding VAT: £4,900,000

II.1.6) Information about lots

This concession is divided into lots: No

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

Value excluding VAT: £4,900,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

II.2.4) Description of the procurement

The management of small format digital advertising panels

II.2.5) Award criteria

Concession is awarded on the basis of the criteria described below:

- Criterion: Contract Requirements
- Criterion: Commercial Model
- Criterion: Mobilisation Plan
- Criterion: Risk Management and H&S
- Criterion: Business Continuity
- Criterion: Environmental Sustainability
- Criterion: Contract Reporting
- Criterion: Social Value
- Criterion: Guaranteed Income offer to the Council

II.2.7) Duration of the concession

Start date

1 September 2025

End date

2 September 2032

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-000816](#)

Section V. Award of concession

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

16 April 2025

V.2.2) Information about tenders

Number of tenders received: 2

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

V.2.3) Name and address of the concessionaire

Bauer Media Outdoor UK Ltd

London

Country

United Kingdom

NUTS code

- UKI3 - Inner London – West

Companies House

00950526

The concessionaire is an SME

No

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £4,900,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Camden Council

London

Country

United Kingdom