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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 Condcliffe

#### **Email**

[samuel.condcliffe@camden.gov.uk](mailto:samuel.condcliffe@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

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## **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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

Camden Council

London

Country

United Kingdom