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Tender

CO6100 Advertising Services

Tower Hamlets

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059310

Procurement identifier (OCID): ocds-h6vhtk-05a133

Published 24 September 2025, 2:41pm

Scope

Reference

CO6100

Description

The Council is seeking suitable qualified contractors to provide advertising services for six locations across the London Borough of Tower Hamlets. The London Borough of Tower Hamlets Highways Department identified suitable locations across the borough to erect new digital advertising billboards and sell the advertising space as part of a broader programme to generate additional funding revenues. The advertising locations were identified by desktop and site surveys based on predefined criteria such as the location and land ownership, adjacent land uses, surrounding environment, traffic volume, visibility, risk and safety hazards, maintenance access, billboard sizing, and orientation. The Development Control Department was engaged to assess the site suitability. Six locations were shortlisted to progress with their procurement and tendering, which are situated at Blackwall Goods Yard, Wick Lane Depot, Orchard Place, Monier Road, Salmon Commercial and Wansbeck Road.

Therefore, this tender is split into 6 Lots. Bidders can tender for and be successful in all

Lots.

Total value (estimated)

- £4,900,000 excluding VAT
- £5,880,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 16 February 2026 to 15 February 2031
- Possible extension to 14 February 2033
- 6 years, 11 months, 27 days

Description of possible extension:

12 months + 12 months

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKI - London

Lot constraints

Description of how multiple lots may be awarded:

Bidders can tender for, and be successful in, all six Lots.

Lot 1. Lot 1 - Wick Lane

Description

This location is at Wick Lane Depot within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £700,000 excluding VAT
- £840,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 2. Lot 2 - Orchard Place

Description

This location is at Orchard Place within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £2,100,000 excluding VAT
- £2,520,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 3. Lot 3 - Wansbeck Road

Description

This location is on Wansbeck Road within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £700,000 excluding VAT
- £840,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 4. Lot 4 - Salmon Lane/Commercial Road

Description

This location is bounded by Commercial Road and Salmon Lane within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £420,000 excluding VAT
- £504,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 5. Lot 5 - Monier Road

Description

This location is on Monier Road within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £490,000 excluding VAT
- £588,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Lot 6. Lot 6 - Blackwell Goods Yard

Description

This location is at Blackwell Goods Yard within the London Borough of Tower Hamlets. Specific details regarding the site will be clearly set out in the tender specification document.

Please note the estimated Lot value is indicative.

Lot value (estimated)

- £490,000 excluding VAT
- £588,000 including VAT

Same for all lots

CPV classifications, contract locations and contract dates are shown in the Scope section, because they are the same for all lots.

Participation

Legal and financial capacity conditions of participation

Lot 1. Lot 1 - Wick Lane

Lot 3. Lot 3 - Wansbeck Road

Lot 6. Lot 6 - Blackwell Goods Yard

The legal and financial capacity conditions of participation will be clearly set out in the Invitation to Tender document.

Lot 2. Lot 2 - Orchard Place

The legal and financial capacity conditions of participation will be clearly set out in the Invitation to Tender document

Lot 4. Lot 4 - Salmon Lane/Commercial Road

The legal and financial capacity conditions of participation are clearly set out in the Invitation to Tender document

Lot 5. Lot 5 - Monier Road

The legal and financial capacity conditions of participation will be clearly set out in the Invitation to Tender document.

Technical ability conditions of participation

Lot 1. Lot 1 - Wick Lane

Lot 3. Lot 3 - Wansbeck Road

Lot 6. Lot 6 - Blackwell Goods Yard

The technical ability conditions of participation will be clearly set out in the Invitation to Tender document.

Lot 2. Lot 2 - Orchard Place

The technical ability conditions of participation will be clearly set out in the Invitation to Tender document

Lot 4. Lot 4 - Salmon Lane/Commercial Road

The technical ability conditions of participation are clearly set out in the Invitation to Tender document

Lot 5. Lot 5 - Monier Road

The technical ability conditions of participation will be clearly set out in the Invitation to Tender document.

Particular suitability

Lot 1. Lot 1 - Wick Lane

Lot 2. Lot 2 - Orchard Place

Lot 3. Lot 3 - Wansbeck Road

Lot 4. Lot 4 - Salmon Lane/Commercial Road

Lot 5. Lot 5 - Monier Road

Lot 6. Lot 6 - Blackwell Goods Yard

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

20 October 2025, 5:00pm

Tender submission deadline

28 October 2025, 12:00pm

Submission address and any special instructions

<https://www.londontenders.org/>

All bidders need to be registered on Proactis/Due North in order to access this opportunity through the London Tenders portal.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

10 December 2025

Recurring procurement

Publication date of next tender notice (estimated): 1 September 2033

Award criteria

Name	Description	Type	Weighting
Price		Price	60.00%
Quality & Social Value	Quality = 30% Social Value = 10%	Quality	40.00%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Special regime

Concession

Justification for not publishing a preliminary market engagement notice

A comprehensive preliminary market engagement exercise was carried out prior to the publication of the tender notice. This exercise provided robust market insights, including supplier capabilities, potential risks, innovation opportunities and commercial models. The findings were used to shape the procurement approach, refine the specification and ensure the viability of the requirements. As the market conditions have not materially changed since that engagement, it was deemed proportionate and efficient not to duplicate the exercise, thereby avoiding unnecessary delays to the procurement process.

Documents

Associated tender documents

<https://www.londontenders.org/>

All bidders will need to be registered on Proactis/Due North in order to access this opportunity through the London Tenders portal.

Technical specifications to be met

<https://www.londontenders.org/>

The technical specifications will be available on Proactis/Due North through the London Tenders portal.

Contracting authority

Tower Hamlets

- Public Procurement Organisation Number: PQBL-2673-MVYG

New Town Hall

London

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United Kingdom

Contact name: Morgan Hughes

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Website: <http://www.towerhamlets.gov.uk>

Region: UKI42 - Tower Hamlets

Organisation type: Public authority - sub-central government