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Planning

## **BT406 - Advertising Consultancy Services**

Westminster City Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-076352

Procurement identifier (OCID): ocds-h6vhtk-05e714

Published 24 November 2025, 10:50am

### **Scope**

### **Reference**

BT406

### **Description**

Westminster City Council (WCC) is looking to identify potential interest and appetite for an upcoming procurement exercise to contract a specialist consultant or organisation to advise and support the Council on the development and delivery of a new network of Out of Home (OOH) and/or Digital Out of Home (DOOH) advertising assets.

We are looking for an individual or organisation with demonstrable experience in the following:

1. Identifying and delivering commercially viable OOH and DOOH advertising in cities that have complex and sensitive built environments.
2. Designing and integrating advertising structures within the public realm.

3. Securing planning permission for adverts within complex, built environments.

If you feel this requirement can be delivered by your organisation, please register and complete the required response:

<https://wcc.ukp.app.jaggaer.com/go/05971493019AB5755201>

### **Total value (estimated)**

- £50,000 excluding VAT
- £60,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 19 January 2026 to 31 March 2026
- 2 months, 13 days

### **Main procurement category**

Services

### **CPV classifications**

- 79341000 - Advertising services
  - 79341100 - Advertising consultancy services
  - 79341200 - Advertising management services
  - 79341500 - Aerial advertising services
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## **Engagement**

### **Engagement deadline**

1 December 2025

### **Engagement process description**

We are looking for an individual or organisation with demonstrable experience in the following:

1. Identifying and delivering commercially viable OOH and DOOH advertising in cities that have complex and sensitive built environments.
2. Designing and integrating advertising structures within the public realm.
3. Securing planning permission for adverts within complex, built environments.

If you feel this requirement can be delivered by your organisation, please register and provide a response.

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## Submission

### Publication date of tender notice (estimated)

2 December 2025

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### Contracting authority

#### Westminster City Council

- Public Procurement Organisation Number: PJVD-6261-BPPJ

64 Victoria Street

London

SW1E 6QP

United Kingdom

Email: [buyingteam@westminster.gov.uk](mailto:buyingteam@westminster.gov.uk)

Website: <https://www.westminster.gov.uk/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government