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Contract

## **Digital Advertising for Newham Street Furniture**

London Borough of Newham

F25: Concession award notice

Notice identifier: 2025/S 000-078056

Procurement identifier (OCID): ocds-h6vhtk-0471a7

Published 28 November 2025, 12:24pm

### **Section I: Contracting authority/entity**

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

London Borough of Newham

Newham Dockside

London

E162QU

#### **Email**

[procurement.support@newham.gov.uk](mailto:procurement.support@newham.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK141 - Hackney and Newham

#### **Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

[www.newham.gov.uk](http://www.newham.gov.uk)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Digital Advertising for Newham Street Furniture

Reference number

21371

**II.1.2) Main CPV code**

- 79341000 - Advertising services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Concession contract for the provision of Digital Advertising for Newham Street Furniture. The scope of the contract will be to move 28 CIP paper units and 4 Columns to Digital Advertising units.

**II.1.6) Information about lots**

This concession is divided into lots: No

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

Lowest offer: £0.01 / Highest offer: £0.1 taken into consideration

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341000 - Advertising services

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

NUTS codes

- UKI41 - Hackney and Newham

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

The London Borough of Newham sought tenders for the provision of Digital Advertising Service for the Council Street Furniture. This will be delivered through a concession contract and will be cost neutral to the Council. The contract will include a revenue share between the Council and the successful supplier.

#### **II.2.5) Award criteria**

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

- Criterion: Quality/Price

#### **II.2.7) Duration of the concession**

Duration in months

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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: [2024/S 000-019106](#)

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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 December 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 0

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

#### **V.2.3) Name and address of the concessionaire**

Bauer Media Outdoor Limited UK

33 Golden Square

London

W1F 9JT

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £0.1

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## **Section VI. Complementary information**

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

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

Royal Courts of Justice

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WCA2A 2LL

Country

United Kingdom