



Volume 2 Specifications for



Queen Elizabeth Olympic Park (QEOP) Advertising Concession

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1. Project Description

1.1. Project Summary

Nestled in the heart of east London, Queen Elizabeth Olympic Park (QEOP) attracts 18 million+ visits annually. Not just a world-renowned destination the Park is a vibrant hub for our community of 1.2 million local residents across the 4 Boroughs and c. 14,000 students who call this area home or visit regularly.

Originally home to the London 2012 Olympic and Paralympic Games, this iconic Park attracts audiences year-round with a world-class offering from large concerts at London Stadium and ABBA Voyage, to major cultural institutions including the soon to open BBC and V&A. Amidst its beautiful open spaces, you will find some of London's most vibrant restaurants, bars and cafes.

The former 2012 Olympic and Paralympic venues, now part of the Park's legacy, stand as a testament to the area's rich history and are open for public use and events throughout the year.

The London Legacy Development Corporation (LLDC) is responsible for delivering one of the most important Olympic legacy promises made in the original London 2012 Games bid. This pledge concerns the physical legacy of the Games – the long-term planning, development, management and maintenance of the Park and its impact on the surrounding area after the London 2012 Games.

We are a Mayoral Development Corporation and therefore directly accountable to Londoners through the Mayor of London. We work closely with a number of organisations including the Mayor of London, the Greater London Authority, central government, the East London Host Boroughs, residents in neighbouring local communities, local organisations, businesses and regeneration agencies and national and international sporting, cultural and leisure organisations.

The Park hosts over 1000 events per annum, including 19 Premiership football matches (West Ham United home fixtures) with 60,000+ football fans in attendance.

The London Aquatics Centre (LAC) is currently operated by Leisure Management Specialists, "Everyone Active." The LAC footfall sees over 1 million visitors per annum, many of which are young families teaching their children to swim for the first time in our Olympic swimming pool.

Everyone Active have over 14,000 registered members at the LAC and host a variety of events and filming sessions for TV and Film.

QEOP plays host to the UK's newest cultural quarter, EastBank. A unique collaboration between cultural institutions, world leading universities and the people of the Olympic boroughs. EastBank comprises, BBC Music Studios (opens 2027); London College of Fashion, UAL; Sadler's Wells East; UCL (University College London), V&A East Storehouse and V&A East

Museum (opens April 2026). EastBank is the place where everything cultural is happening. These cultural giants are adding to our growing evening economy on the Park.

In addition to the above, LLDC leases 4 riverside food and beverage retail units, beneath the EastBank cultural institutions, adding to the Parks diverse offering.

1.2. Project Vision & Objectives

We are seeking a Media Agency partner to work on our behalf, selling digital advertising content on our assets.

This concession seeks to maximise the revenue achievable from our assets and achieve the best financial outcome for both parties.

We welcome ideas on how you would bring innovation to the service either through improved use of the existing screens or further opportunities across the QEOP.

1.3. Commercial Costs

We require a Minimum Guaranteed Income (MGI), supplemented by a revenue sharing agreement with the successful agency. This income is required for the maintenance and running costs of the advertising screens.

The bidder will propose a monthly MGI, with a minimum value of £1,000 (+ vat) per month. **Any proposal with a value below this minimum will be considered non-compliant and will not be evaluated.**

The MGI will be paid quarterly, in arrears.

In addition, a share of the gross advertising revenue generated will be provided to LLDC in accordance with the successful bidders' submission.

Gross Revenue share income to LLDC will be paid quarterly in arrears.

Gross advertising revenue is calculated as the income generated by the Concessionaire before any overhead costs are deducted.

1.4. Asset Maintenance and Running Costs

Maintenance and running costs of the assets in situ at the beginning of the agreement will be met by LLDC.

Any asset(s) deemed to have failed, be ineffective, or end of life will be replaced with a like for like product as close to the point of failure as possible.

Costs for the replacement assets will be covered by LLDC, or the relevant authority if outside of contractual responsibilities.

Damage and Maintenance of all the assets, will be covered by LLDC.

Costs of any new technology to be installed (excluding replacement of damaged or end of life equipment already in situ) will be negotiated between the parties.

A technology specification of the current Advertising Assets is available in an LLDC data room. Interested Bidders should request access to this data room via the e-Sourcing Portal.

2. General Information

The LLDC works with a wide range of stakeholders who have an interest in the successful delivery of the Park. These stakeholders include the national, regional and local government, statutory authorities, funders, project partners and the local community.

3. Strategic themes

The LLDC has developed Strategic Themes, which run through all its policy areas and are intended to reflect its social, economic and environmental purposes, define its contribution to the shared objective of Inclusive Growth, ensuring this shapes and drives our whole work programme:

- Delivering inclusive growth and community well-being
- Delivering sustainable development and responding to the climate emergency
- Delivering high quality design
- Delivering inclusion and diversity

To deliver its strategic theme commitments the LLDC has developed several policies and strategies to set out its priorities for action across all its work areas. These are available on the LLDC website: [Governance Documents | Queen Elizabeth Olympic Park](#)

3.1. Environmental Sustainability Vision and Policy

The LLDC's environmental sustainability policy contains key targets that it has set itself in the areas of energy conservation and carbon reduction, materials selection, waste management, transport and connectivity, biodiversity and open space and the facilitation of sustainable lifestyles. The concessionaire may be required to assist the LLDC to meet environmental sustainability targets and to provide monitoring data during the term of the Concession to enable the LLDC to assess the Contactor's performance against the key targets set out in their strategies.

3.2. Socio Economic Policy

The Socio-Economic policy sets out the LLDC's commitment to using the construction and management of the Park to support local residents and under-represented groups benefit from learning and employment opportunities on the QEOP and surrounding areas.

Working with its employer and developer partners, the LLDC seeks to implement a number of key components of its legacy objectives for the Park including:

- Contribute to reducing unemployment by creating sustainable employment across skills levels and in a range of sectors for local people and under-represented groups,
- Provide apprenticeship opportunities
- A commitment to meet key equality and inclusion objectives to help create a safe and inclusive environment that welcomes diverse communities.

- Promote payment of the London Living Wage as a means of raising median earnings of local residents.

The Concessionaire will be expected to comply with all applicable statutory requirements and will be required to provide periodic monitoring data to allow assessment of the Concessionaire's performance in this area.

3.3. Fraud, Corruption & Whistleblowing

As a public body, the LLDC has implemented stringent requirements to prevent fraud and corruption and to implement procedures to protect whistleblowers throughout its workforce. It expects the successful Concessionaire to have their own robust procedures to ensure ethical standards throughout their workforce. Respondents must only submit a response to this Request for proposal (RfP) if they can comply with and will continue to comply with the terms of the Mandatory Undertaking.

3.4. Health, Safety and Environment

The LLDC requires high standards of health and safety to be adopted and maintained by its Concessionaire, in accordance with its own Health, Safety and Environment Standard.

3.5. London Living Wage

The London Living Wage is a minimum wage level set by the Greater London Authority every year according to cost of living and gives the minimum pay rate required for a worker to provide their family with the essentials of life. The London Living Wage is a priority for the Mayor of London and the LLDC expects the Developer to remunerate its directly employed workforce by paying at least the London Living Wage. More information on the London Living Wage can be found here <https://www.london.gov.uk/what-we-do/business-and-economy/london-living-wage>.

The successful Respondent will be required to **pay the London Living Wage**, where it applies.

4. Summary of key tasks

The successful Concessionaire will be required to work collaboratively with LLDC and other stakeholders to deliver the following tasks:

- a. **Transfer the current Content Management System (CMS) currently used to manage our assets, to their CMS system, ensuring minimum interruption to advertising and at zero cost to LLDC.**
- b. **Fully manage the day-to-day process of uploading and removing all content in accordance with their sales agreements with Brands or their Agent.**
- c. **To upload and remove Park content on behalf of LLDC or to provide LLDC a login to their CMS, to allow updating and removal of LLDC’s content.**
- d. **Comply with the agreed advertising display percentage for each asset shown in tables A and B in Appendix 2 below.**
- e. **Comply with Advertising and Mayoral policies, which restricts certain items from being advertised on the Park, or within its venues.**

5. KPIs

The table below sets out indicative key performance indicator measures. Additional KPI’s will be agreed between LLDC and the Concessionaire.

We invite the delivery organisation to respond to this and propose changes based on their own knowledge and experience of working on similar projects:

No.	KPI Title	Measurement	Frequency	Target Performance	Poor Performance
1	Reporting	<ul style="list-style-type: none"> • % Summary of advertising utilisation • Summary of revenue generated • Forward look advertising opportunities • QEOP event timetable 	Quarterly	100% of reports submitted on time.	90% of reports submitted on time.

6. Project Governance

6.1. Landlord team

LLDC the landlord and lead for this project.

LLDC was formed in April 2012 and is responsible for delivering the physical legacy of the 2012 Olympic and Paralympic Games including the long-term planning, development, management and maintenance of the park and its impact on the surrounding area.

6.2. Meetings and Reporting

The successful concessionaire will be required to meet with the landlord periodically to discuss progress and submit a written report which should be a general update summary including:

- i key achievements over the last period
- ii report on performance including:
 - a) marketing activities
 - b) goals for next period
- iii financial performance – open book accounting for advertising revenue generated
- iv others as agreed relevant between parties

6.3. Heads of Terms

Please see Volume 5 with the draft version of the Terms and Conditions.

Those will form the concession agreement.

7. Appendices

- 1. Advertising Policy/Restrictions**
- 2. Assets**

Appendix 1 – Advertising Policy/Restrictions

As a Mayoral Development Corporation organisation, we are committed to following The Mayor of London's policy on not allowing the advertisement of High Fat, Sugar, and Salt (HFSS) products on site.

The policy aims to tackle childhood obesity by reducing children's exposure to less healthy food and drink advertisements and restricts direct and incidental advertising of HFSS products based on the Public Health England (PHE) Nutrient Profile Model.

In addition, restrictions are in place to ensure that no commercial Advertising is displayed where it:

- (a) does not comply with the law or incites someone to break the law or puts the Landlord in breach of the obligations set out in the leases
- (b) does not comply with the British Code of Advertising, Sales Promotion and Direct Marketing or Advertising Standards Authority guidelines and requirements
- (c) is likely to cause widespread or serious offence to members of the public on account of the nature of the way the advertisement will be exercised
- (d) permits the advertisement to display or is in respect of:
 - i. lap-dancing, 'gentlemen's clubs,' escort agencies, or massage parlours
 - ii. pornography
 - iii. tobacco and tobacco related products
 - iv. weapons or munitions
 - v. gambling
- (e) mocks people for not conforming to gender stereotypes
- (f) depicts direct or immediate violence
- (g) contains negative references to the Landlord or the Tenant or any services they provide, the Park Estate and its constituent points, other venues or operators or those services provided or regulated by other members of the GLA group
- (h) Relates to a political party or parties, or a political cause, or pressure group

Any advert proposed will be required to comply with:

- Mayor of London TFL advertising Policy, which covers the GLA group:
<https://content.tfl.gov.uk/tfl-advertising-policy-250219.pdf>
- LLDC Sponsorship policy:



LLDC Sponsorship
Policy v5.0.pdf



Appendix 2 – Assets

Table A – Park Assets

ASSET TYPE	LOCATION	NUMBER OF SCREENS	EYES ON ASSET / FOOTFALL	MAX ADVERTISING PERCENTAGE	MAX ADVERTISING PERCENTAGE ON EVENT DAYS	SCREEN SIZE / TYPE	HEIGHT	IMAGE
East Bank Monoliths	5 x Locations	10 (Back-to-Back)	60% of Park Footfall passes two of sign locations (F10 Bridge and Sadlers Wells – see East Bank Monoliths locations) 60% of 18M = 11M	50%	50%	75” LCD ROTATION LENGTH:10 SECONDS [current CMS: TriplePlay]	Floor mounted Digital Monolith	
Kiosk Digital Screens	Kiosks 1 & 4	2	Located on main Park throughfare “Tessa Jowell Boulevard”	90%	90%	43” LCD ROTATION LENGTH:10 SECONDS [current CMS: Pixage]	Wall mounted on Kiosk exterior	



Table B – London Aquatics Centre Assets

ASSET TYPE	LOCATION	NUMBER OF SCREENS	EYES ON ASSET / FOOTFALL	MAX ADVERTISING PERCENTAGE	MAX ADVERTISING PERCENTAGE ON EVENT DAYS	SCREEN SIZE / TYPE	HEIGHT	IMAGE
LAC Gym Screen	LAC Gym	1	3500 gym members	90%	90%	55" LCD [current CMS: Pixage]	Wall mounted	



<p>LAC Reception Screens</p>	<p>Reception</p>	<p>2</p>	<p>1 M LAC visitors per annum</p>	<p>90%</p>	<p>0% Clean venue on event days Likely to be <u>3</u> days max per year</p>	<p>55" LCD Digital 6 Sheet Screens at 16:9HD screens rotated to portrait orientation. Video and Static Formats [current CMS: Pixage]</p>	<p>Wall mounted</p>	
<p>Video Boards [Yellow area shown]</p>	<p>Poolside Alongside digital clock</p>	<p>2</p>	<p>700K pool users per annum</p>	<p>90%</p>	<p>0% Clean venue on event days c. 3 days e/ year</p>	<p>Super 6 Sheet Video and Static Formats [current CMS: Pixage]</p>	<p>Very high level (special access equipment required)</p>	