

United Kingdom-London: Advertising and marketing services

OJ S 33/2020 17/02/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: London Borough of Tower Hamlets

Postal address: Mulberry Place, 5 Clove Crescent

Town: London

NUTS code: UKI42 Tower Hamlets

Postal code: E14 2BG

Country: United Kingdom

Contact person: Mr Andrew Shorter

E-mail: procurement@towerhamlets.gov.uk

Telephone: +44 2073644752

Internet address(es):

Main address: <http://www.towerhamlets.gov.uk>

Address of the buyer profile: <http://www.towerhamlets.gov.uk>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.londontenders.org/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.londontenders.org/>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

G5373 Community Information Panels

Reference number: DN463801

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

London Borough of Tower Hamlets is seeking expression of interests from suitable and experienced organisations to install, maintain, repair and clean its community information panels via a concessions agreement while maximising coverage and ensuring the best value for money.

The Council has 43 CIPs as static 6 sheet advertising sites across the borough. Currently, the exposure received from these is 50 % for the Council via coverage wholly on one side while the other side is used entirely for external advertising by the contractor.

The Council is now looking to agree a new 10-year contract (7 + 3). The successful contractor will be expected to meet the Council's objectives below as well as take full responsibility for the installation, maintenance, repair and cleaning of the panels. In addition to this, the contractor will be responsible for the display and maintenance of artwork.

The successful contractor is expected to pay the Council an annual remuneration for the provision of the land upon which the CIPs will be erected, while the Council accepts that the contractor will recoup profits from the sale of advertising.

The Council's objectives are to:

- increase the number of the CIPs to gain increased exposure across the borough,
- convert as many of the existing static 43 CIPs to digital as possible,
- guarantee larger coverage in the borough for key Council communication campaigns, and more advertising impressions,
- guarantee a significant portion of advertising space on any digital panels for Council campaigns,
- ensure reasonable remuneration for site rental,
- ensure adequate access to advertising time for the Council's own needs.

II.1.5. Estimated total value

Value excluding VAT: 4 200 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

22462000 Advertising material, 31523000 Illuminated signs and nameplates, 45316100 Installation of outdoor illumination equipment, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UKI42 Tower Hamlets

II.2.4. Description of the procurement

The tender process will be running over a 3-month period in order to provide bidders adequate time to work with the Council's Planning Department, highways team and any other external bodies to understand the installation requirements and feed into their bids.

The Council has attached a list of 20 potential new sites with the support of the planning team – which have been deemed as either:

- Amber (Could potentially be supported subject to further information or a slight relocation),
- Green (No immediate concerns and likely to be supported) in initial reports.

While this preliminary research has been provided, it should be used as a guide and bidders are advised to carry out their own investigations.

Organisations wishing to express their interest are requested to register on the London Tenders Portal (www.londontenders.org) where the opportunity documentation will be available for download. You will be required to complete an online questionnaire. Organisations must ensure that access to the system is available to their representatives dealing with the contract and that this contact is updated as and when required. The Council will not be liable for the lack of delegated access within the organisation and will not send any documentation regarding the opportunity, which shall be exclusively available through the portal.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality / Weighting: 30

Price - Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 4 200 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 120

This contract is subject to renewal: yes

Description of renewals:

The contract shall be for a period of 10 years made up of an initial 7-year term with an optional extension of 3 years to be invoked by mutual agreement.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14. Additional information

Suppliers are responsible for allowing sufficient time to submit their application. The Council accepts no liability whatsoever for tenders that are not submitted due to internet connectivity issues, transmission delays or errors.

Council is an equal opportunities employer and a supporter of ethical Governance, our protocol can be found [HERE](http://www.towerhamlets.gov.uk/) Or via <http://www.towerhamlets.gov.uk/>

If you require any further information prior to submit and expression of interest please contact the Council via email procurement@towerhamlets.gov.uk quoting the contract internal reference number.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

In the procurement documents.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 12/05/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 12/05/2020 Local time: 12:30

Place:

Legal Department, Mulberry Place, 5 Clove Crescent, E14 2BG

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

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VI.5. Date of dispatch of this notice

13/02/2020