

United Kingdom-London: Advertising and marketing services
OJ S 55/2021 19/03/2021
Contract award 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

Town: London

NUTS code: UKI42 Tower Hamlets

Postal code: E14 2BG

Country: United Kingdom

Contact person: Mrs Ambia Begum

E-mail: procurement@towerhamlets.gov.uk

Telephone: +44 2073640783

Internet address(es):

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

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

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

To install, maintain, repair and clean its community information panels via a concessions agreement while maximizing coverage and ensuring the best value for money.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 200 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

22462000 Advertising material, 31523000 Illuminated signs and nameplates, 79341000 Advertising services, 45316100 Installation of outdoor illumination equipment, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: UKI42 Tower Hamlets

Main site or place of performance: London Borough of Tower Hamlets.

II.2.4. Description of the procurement

To install, maintain, repair and clean its community information panels via a concessions agreement while maximizing coverage and ensuring the best value for money.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 30

Price - Weighting: 70

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

The total value of the procurement is exempt under section 43(i) of the Freedom of Information Act 2000. Information is exempt if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person.

The value issued on this award notice is the estimated total value of the procurement.

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 033-078700](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9.

Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: G5373 Community Information Panels

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/12/2020

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Clear Channel UK Ltd

Postal address: 33 Golden Square

Town: London

NUTS code: UKI42 Tower Hamlets

Postal code: W1F9JT

Country: United Kingdom

E-mail: alistair.cox@clearchannel.co.uk

Telephone: +44 2074782200

Internet address: <https://www.towerhamlets.gov.uk/Home.aspx>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 4 200 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: London Borough of Tower Hamlets

Postal address: Town Hall, Mulberry Place

Town: London

Postal code: E14 2BG

Country: United Kingdom

E-mail: procurement@towerhamlets.gov.uk

Telephone: +44 2073645000

Internet address: <https://www.towerhamlets.gov.uk/Home.aspx>

VI.5. Date of dispatch of this notice

16/03/2021