**Small Format Advertising Opportunity (Digital 6-Sheet Concession) – London Borough of Southwark**

**40% of marks available for quality**

**Quality questions:**

1. Please detail your proposed approach to contract mobilisation and how you will coordinate with the incumbent or the incoming media owner to ensure a smooth handover.

Please include key milestones and methodologies and detail how you propose to minimise disruption to both the service and associated flow of revenue to the Council.

**(25% of quality score, 10% of overall score)**

1. Outline your proposal for the new concession and describe how you plan to sustain and grow revenues over the contract period – please include detail of anticipated unit numbers and associated revenue profiles over the contract period. Describe the key opportunities and risks as well as the potential barriers to success and how you will mitigate these.

**(25% of quality score, 10% of overall score)**

1. Highlight and explain any aspects of your proposal that offer added value or benefits (in addition to your financial offer):
* to the Council
* to local residents
* to local business communities
* environment and climate change

**(50% of quality score, 20% of overall score)**

**Presentation:** 30minutes maximum time will be allocated for the presentation followed by 20 minutes max for questions (the presentation will be used to refine initial quality response scores).