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Planning

## **Digital Signage Project**

London Legacy Development Corporation

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-002724

Procurement identifier (OCID): ocids-h6vhtk-0434e1

Published 26 January 2024, 12:07pm

### **Section I: Contracting authority**

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

London Legacy Development Corporation

5 Endeavour Square, Stratford

UK-London: Customer services.

SW17 7PZ

#### **Contact**

Robert Hughes Senior Procurement Manager

#### **Email**

[RobertHughes@londonlegacy.co.uk](mailto:RobertHughes@londonlegacy.co.uk)

#### **Telephone**

+44 1111111111

#### **Country**

United Kingdom

**Region code**

UKI41 - Hackney and Newham

**Internet address(es)**

Main address

<https://www.queenelizabetholympicpark.co.uk/our-story>

Buyer's address

<https://www.queenelizabetholympicpark.co.uk/our-story>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Other type

Mayoral Development Corporation

**I.5) Main activity**

Other activity

Regeneration

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## **Section II: Object**

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

#### **II.1.1) Title**

Digital Signage Project

Reference number

PIP-221220-01

#### **II.1.2) Main CPV code**

- 30231300 - Display screens

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

London Legacy Development Corporation (LLDC) has put together a project team to review its approach to procuring digital signage/ display screens and associated services across the Queen Elizabeth Olympic Park (QEOP). As part of this project, LLDC wishes to engage with the market to assess the current market capacity and capability, to better understand market/supplier appetite, as well as perceived risks and opportunities. LLDC particularly welcome feedback on our packaging strategy of running three separate procurements sequentially. The purpose of this Prior Information Notice (PIN) is to notify the market of LLDC's intention to carry out early market engagement and to provide details of how the early market engagement process is to be conducted.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 39171000 - Display cases

- 34924000 - Variable message signs
- 31523200 - Permanent message signs
- 31682230 - Graphic display panels
- 39133000 - Display units
- 32321200 - Audio-visual equipment

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

NUTS codes

- UKI41 - Hackney and Newham

Main site or place of performance

Hackney and Newham

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

The objective of the procurement(s) is as follow: 1) Supply of digital signage capable of being remotely managed through a supplier provided software as well as providing a route to market to purchase additional and new types of digital signage throughout the duration of the contract. 2) Installation and maintenance of digital signage including a content management system (CMS) enabling content management, configuration, and service management. 3) Advertising services to provide content to showcase organisations brand or message. It is envisaged that there will be three seperate procurements that will be run sequentially, but welcome feedback from the marketplace on our procuremnt packaging approach.

#### **II.2.14) Additional information**

This Prior Information Notice (PIN) is issued solely for the purpose of conducting a market engagement exercise and does not constitute any commitment by LLDC to undertake any public procurement exercise in the future. LLDC will manage the early market engagement process in an open and transparent manner to maximise the possible benefits.

### **II.3) Estimated date of publication of contract notice**

1 April 2024

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

LLDC will not enter into a contract based solely on the responses to this PIN and no information contained in this document or in any communication made between LLDC and any interested party in connection with this shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered. LLDC is under no obligation to follow up this market engagement exercise in any way or with any interested parties. LLDC is not liable for any costs, fees or expenses incurred by any party participating in completion the Market Sounding Questionnaire (MSQ) and cannot guarantee it will incorporate all or any feedback received into any subsequent procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-UK-London:-Customer-services.-:Display-screens./72D398T985>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/72D398T985>

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