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Planning

## **Digital OOH Media – Swansea Enterprise Park**

City & County of Swansea

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-003089

Procurement identifier (OCID): ocds-h6vhtk-029378

Published 16 February 2021, 10:56am

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

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

City & County of Swansea

Civic Centre

Swansea

SA1 3SN

#### **Email**

[procurement@swansea.gov.uk](mailto:procurement@swansea.gov.uk)

#### **Telephone**

+44 1792637242

#### **Country**

United Kingdom

#### **NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

<http://www.swansea.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0254](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0254)

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

Digital OOH Media – Swansea Enterprise Park

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The City and County of Swansea ('the Council') is seeking expressions of interest from

appropriately experienced operators with respect to commercial opportunities for supply, management and installation of 4 Digital LED Advertising Boards. (subject to planning consent).

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341200 - Advertising management services

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

NUTS codes

- UKL18 - Swansea

Main site or place of performance

Civic Centre, Swansea, Wales, UK

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

The City and County of Swansea ('the Council') is seeking expressions of interest from appropriately experienced operators with respect to commercial opportunities for supply, management and installation of 4 Digital LED Advertising Boards. (subject to planning consent). The identified sites below will be on a long lease agreement for use of the land.

Sites identified on Enterprise Park, Swansea (Subject to planning)

Site 1: Phoenix Way heading Eastbound (Mercure)

Site 2: Upper Fforest Way - Heading towards ASDA

Site 3: Valley Way heading towards Fendrod Lake

Site 4: Jersey Road/ Viking Way

Market climate and demands:

Out of home (OOH) advertising media is the current fastest growing advertising platform

across the UK especially digital. Whilst the digital out of home media (OOH) is soaring, e [marketer.com](http://marketer.com) has reported that in 2018 470GBP Million was spent on OOH media and 50% of the spend was attributed to digital advertising. Other authorities such as London, Cardiff, Aberystwyth, Kent and Carmarthenshire to name a few have already instigated and converted their billboards to digital.

The use of digital LED displays in place of more traditional paper or stretched vinyl posters is increasingly commonplace in the advertising industry. Unlike their predecessors, digital displays allow for poster images to be changed remotely which greatly improves efficiency and drastically reduces the amount of site visits and physical waste.

Guidance for interested party

At this stage, Swansea Council are looking to establish market interest for the proposed. Interested parties are asked to submit a response to Simon Aspland, Strategic Estates [Simon.Aspland@swansea.gov.uk](mailto:Simon.Aspland@swansea.gov.uk) no later than 12 noon Friday 12th March 2021.

Please provide:

- Name of organisation and brief description of background and experience.
- Proposed digital structure and market opportunities.
- Environmental considerations.
- Percentage usage and structure of to the authority.
- Swansea Council would apply for the necessary Planning permissions. The 3rd party would have to adhere to Swansea Councils advertising policies and restrictions on non-appropriate advertisements. It would be the sole responsibility of the 3rd party supplier to obtain all necessary insurances such as public liability/ accidental damage etc.

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

1 April 2021

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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: Yes

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## **Section VI. Complementary information**

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

Responses to this Prior Information Notice are understood by all parties to be purely informal and will not form part of any subsequent

procurement process.

Not responding to this Prior Information Notice shall not prevent any economic operator from participating in any future procurement

process.

The publication of this Prior Information Notice does not signify the beginning of any formal procurement process and does not constitute

a commitment by the Council to undertake any future procurement process.

The Council may withdraw or amend any information contained in this Prior Information Notice at any time and without notice

(WA Ref:108240)