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Planning

Digital Advertisement

Cardiff Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-022775

Procurement identifier (OCID): ocids-h6vhtk-04838f

Published 23 July 2024, 8:55am

Section I: Contracting authority

I.1) Name and addresses

Cardiff Council

County Hall, Atlantic Wharf

Cardiff

CF10 4UW

Email

CorporateandTransport@cardiff.gov.uk

Country

United Kingdom

NUTS code

UKL22 - Cardiff and Vale of Glamorgan

Internet address(es)

Main address

<https://www.cardiff.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0422

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://supplierlive.proactisp2p.com/Account/Login>

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

Digital Advertisement

Reference number

ERFX1008471

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Cardiff Council are proposing the installation of digital advertising screens at key locations around the outer areas and main arterial routes into Cardiff.

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

- UKL22 - Cardiff and Vale of Glamorgan

II.2.4) Description of the procurement

Aim

There are 20-25 possible sites on our main arterial routes into the city and on bridges and roundabouts. (See Appendix 1 for list of sites and Appendix 2 for map) These are subject to Planning Permission, Road Safety Audits, Surveys and Market Analysis to be able to shortlist the most attractive and suitable sites to be taken forward.

The Councils are looking to put in place a concession agreement with the preferred commercial option being on a profit share basis of the net income, with an annual guaranteed lump sum up front from the contractor. The Council would expect this in two payments in the first year, the first on award of contract and the second six months after the site goes live. After this the guaranteed annual lump sum will be invoiced on 1st April each year.

Expressions of Interest

The Council invites the marketplace to inform the Council's procurement process and to this end would welcome written submissions (not exceeding 4 sides of A4 paper) from potential suppliers indicating:

- Their likely interest in bidding for such procurement and details of any similar arrangements delivered elsewhere showing relevant examples of where they have carried out the above-mentioned points.
- Observations of any proposed duration of contract
- Any other factors considered relevant or suggestions on how your organisation could add value to for the above procurement in regard to the potential requirements.
- Any other factors considered relevant.

The Council also has several specific questions they wish potential suppliers to provide responses for:

Site Analysis

All sites listed in Appendix 1 are the most desirable locations and therefore deemed likely to be the most profitable?

Please list the locations in order of attractiveness to the market using Appendix 1

2. Please can you indicate the estimated net profit of each site per annum? (This is just an estimate, and more accurate predictions will be expected at the tender stage)
3. Please identify any sites which are not viable due to location, road safety concerns or special engineering difficulties. and provide an explanation as to why they are not viable.

4. Please indicate the typical size / type of screens you would propose at each individual site? Please update Appendix

Concession Agreement

1. Please indicate your preferred length of contract, and please explain the reasons why?

- 5-7 years
- 7-9 years
- 10-12 years
- No break clause
- Break clauses 2 years after the 5th year
- Any other proposal

2. Please indicate how you would like to see the viable sites lotted for the tender process and why?

- Individually
- Collectively
- In groups by area or route
- In pairs

Implementation

1. How long would you envisage it would take to install the screens at each of the sites, taking into account connection to power and data and any special engineering concerns (such as Gantries on the bridge over A48)

2. How will you ensure that there is minimum delay from the award of the contract to income generation

3. If Cardiff insists on a guaranteed annual lump sum we will expect this in two payments in the first year, the first on award of contract and the second six months after the site goes live. After this the guaranteed annual lump sum will be invoiced on 1st April each year.

Limitation though HFSS

What is the potential impact on income though the prohibiting the promotion or availability of foods and non-alcoholic drinks that are high in fat, salt and/or sugar (HFSS) as defined by the Department of Health and Social Care's nutrient profiling model?

This Prior Information Notice serves to alert the marketplace to this opportunity and enable the Council to use any gathered information to shape the proposed procurement. The Council invites interested prospective contractors to lodge an initial expression of interest for this opportunity electronically via Proactis
<https://supplierlive.proactisp2p.com/Account/Login>.

PLEASE NOTE all submissions must be submitted before 12:00 noon on 9th August 2024.

II.3) Estimated date of publication of contract notice

31 October 2024

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

Section VI. Complementary information

VI.3) Additional information

PLEASE NOTE all submissions must be submitted before 12:00 noon on 9th August 2024. Following consideration of the expressions of interest the Council may wish to engage in further discussions with the respondents that submit a proposal. All responses received will be considered confidential and dependent on the level of such initial interest the Council may undertake some soft market testing and preliminary discussions with potential providers which may also further help to inform the subsequent Invitation to Tender documentation that will need to be produced. Participating in this exercise will not guarantee short-listing at a later stage in the procurement, and the Council reserves the right not to proceed with the procurement process. The Council will not meet any costs incurred by any party in responding to this notice. This PIN does not constitute a commitment by the Council to undertake a procurement exercise in the future. For upcoming tender opportunities, please register with Cardiff County Council's electronic tendering website Proactis and send all submissions via ERFX1008471.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=142510.

(WA Ref:142510)