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Pipeline

## **M62 Digital Advertising Screens / Towers**

Liverpool City Council

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-024484

Procurement identifier (OCID): ocds-h6vhtk-051ca3 ([view related notices](#))

Published 22 May 2025, 9:44am

### **Scope**

### **Reference**

PR937

### **Description**

The 2 x digital advertising screens situated on the M62 are currently operated by an external service provider. The licence to advertise between LCC and the external service provider associated with these screens comes to an end in December 2025. There is therefore a requirement to re-tender for an operator to maintain and operate for a 10 year period, whilst re-cladding the existing screens and replacing the LEDs so that they are fit for future purpose.

### **Contract dates (estimated)**

- 30 November 2025 to 29 November 2035
- 10 years

## **Main category**

Services

## **CPV classifications**

- 79341200 - Advertising management services

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## **Submission**

### **Publication date of tender notice (estimated)**

23 May 2025

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## **Procedure**

### **Special regime**

Concession

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## Contracting authority

### Liverpool City Council

- Public Procurement Organisation Number: PRVY-7813-WLPG

Cunard Building

Liverpool

L3 1DS

United Kingdom

Email: [commercialprocurement@liverpool.gov.uk](mailto:commercialprocurement@liverpool.gov.uk)

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government