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Planning

## **Museum of Land Speed Pendine - Interactive Permanent Exhibition**

Carmarthenshire County Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-032657

Procurement identifier (OCID): ocds-h6vhtk-05496f

Published 16 June 2025, 3:14pm

### **Scope**

### **Description**

Carmarthenshire County Council wishes to carry out early market engagement on proposals for a new permanent medium-to-high specification exhibition about Pendine at the Museum of Land Speed. This process will improve the quality of the technical elements of the brief and indicate a realistic value for the award. The exhibition aims to explore Pendine's fascinating history and natural environment. It will feature collections and archive material showcasing the area's unique geology, Ice Age Neanderthal activity, SSSI dunes habitat, and the extensive beach known for its significant events and visitors. It is proposed that visitors can also access through AV terminals social histories of curated digitised material from the collection and community. The gallery, measuring 54m<sup>2</sup>, will include museum-grade showcases with lighting, interactive terminals, set works, AV, and seating for visitors. Additionally, the project will make modest accessibility adaptations to some existing land speed themed exhibition interactives. A new wind-assisted cycling exhibit, inspired by Guy Martin's land speed record, will also be designed and manufactured. Lastly, we are seeking proposals for enhancing the visitor arrival experience, from additional wayfinding and external signage to visual communication within the museum visitor reception and retail area, to help convert passers-by into customers.

Participation in this engagement is for information and planning purposes only and does not commit the Council to any procurement or award. All interested parties are encouraged to register their interest, attend the engagement session, and provide written feedback by the specified deadline.

Details of the formal tender, including selection criteria and contract structure, will be confirmed in the Invitation to Tender, to be published following this engagement process.

### **Total value (estimated)**

- £275,000 excluding VAT
- £329,997 including VAT

Below the relevant threshold

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

- 30 June 2026 to 31 January 2027
- 7 months, 1 day

### **Main procurement category**

Services

### **CPV classifications**

- 92000000 - Recreational, cultural and sporting services
- 79415200 - Design consultancy services
- 79930000 - Specialty design services
- 71000000 - Architectural, construction, engineering and inspection services

## **Contract locations**

- UKL14 - South West Wales

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## **Engagement**

### **Engagement deadline**

30 September 2025

### **Engagement process description**

The purpose of this early market engagement exercise is to ensure a realistic value and timescale for the award to support the case for grant funding, and to improve the technical aspects of the brief. The key areas we are keen to seek feedback on are approaches to design and interactive elements, accessibility features and storytelling. The brief includes three components: 1) design and build of a new 54m<sup>2</sup> exhibition about Pendine to complement the existing land speed exhibition, 2) design and build/commission one new interactive and adapt existing interactives for accessibility on the theme of land speed, and 3) improve the visitor orientation and welcome experience on arrival. For the first component, we are seeking feedback on options for increasing access to collections and material held in store that span a variety of themes on Pendine. For the second component, we are seeking feedback on pragmatic accessibility options to new and existing interactives; these include a wind-assisted bicycle interactive and making accessibility adaptations, such as the addition of a video cave floor vibration pad for wheelchair users, provision of hand-held accessible information sheets, and options for visitors to control noisy AV displays. The project encompasses a range of specialist skills, and we would like to engage with suppliers across all aspects of accessible exhibition design, interpretive graphic design, and museum-grade fabrication.

We would like to invite interested parties to email Morrigan Mason at [mimason@carmarthenshire.gov.uk](mailto:mimason@carmarthenshire.gov.uk) to arrange an online engagement meeting via Teams. Dates and Times Available:

13:30 30th June 2025

14:30 30th June 2025

13:30 1st July 2025

14:30 1st July 2025

13:30 3rd July 2025

14:30 3rd July 2025

13:30 7th July 2025

14:30 7th July 2025

13:30 8th July 2025

14:30 8th July 2025

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

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

1 May 2026

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## Procedure

### Special regime

Light touch

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## Contracting authority

### Carmarthenshire County Council

- Public Procurement Organisation Number: PTVL-7854-TMRZ

County Hall

Carmarthen

SA31 1JP

United Kingdom

Contact name: Morrigan I Mason

Telephone: 01267234567

Email: [mimason@carmarthenshire.gov.uk](mailto:mimason@carmarthenshire.gov.uk)

Website: <http://www.carmarthenshire.gov.uk>

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales

