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Planning

Weymouth Seafront Digital Advertising

Weymouth Town Council

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-033282

Procurement identifier (OCID): ocids-h6vhtk-0387d0

Published 23 November 2022, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Weymouth Town Council

Council Offices, Commercial Rd

Weymouth

DT4 8NG

Email

buyer@polaris-procurement.com

Telephone

+44 1305239839

Country

United Kingdom

Region code

UKK25 - Dorset

Internet address(es)

Main address

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

Buyer's address

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

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Weymouth Seafront Digital Advertising

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Weymouth Town Council intends to appoint a single provider to supply, install, operate

and maintain/ repair up to 12 digital screens to replace existing poster drums on Weymouth seafront.

This PIN and linked questionnaire invites suppliers to assist the Council in shaping the commercial model and procurement procedure.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 22462000 - Advertising material
- 31523100 - Advertising neon lights
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKK25 - Dorset

Main site or place of performance

Dorset

II.2.4) Description of the procurement

Earlier in 2022 Weymouth Town Council (the Council) engaged the market regarding the future of the existing poster drums located at key locations in Weymouth and with high footfall from local people and visitors to the area: 11 are positioned along the Esplanade on Weymouth's bustling seafront, and one at Lodmoor Country Park.

Based on the responses received, the Council intends to proceed with the preferred option of appointing a single provider to supply, install, operate and maintain/ repair digital

screens at these locations via a lease/ licence, for a period of a minimum of 5 years. Whilst the Council is offering all 12 sites as potential locations for digital screens, it acknowledges that not all sites may be taken forward by the successful provider.

The Council has undertaken a pre-application consultation with the local planning authority (Dorset Council) with regard to the principle of replacing the advertising drums with digital screens. Dorset Council indicated that it did not have any objection to this proposal but would want the design and colour of the screens' casings being sympathetic to the Promenade environment.

Ahead of the formal procedure commencing, this Notice has been published to notify the market of this pending opportunity and to invite suppliers to respond to a short questionnaire. This will help shape the final commercial model and approach, and help WTC understand the level of interest in this opportunity.

Dependent on the level of interest, the Council expects to publish a formal procurement opportunity in early January 2023, with expected contract award in March/ April 2023.

The Council is not intending to split this requirement into packages, therefore suppliers that are unable to provide the full range of services may wish to consider collaboration with suitable partners.

Interested suppliers are invited to respond to a short questionnaire, available via <https://forms.office.com/r/gFxEmgv2Vd>

Responses should be submitted by midday on Friday 9th December 2022. The Council will provide updates on the process to all suppliers that respond to this survey.

The questionnaire should take around 10 to 15 minutes to complete.

II.2.14) Additional information

Interested suppliers are invited to respond to a short questionnaire, available via <https://forms.office.com/r/gFxEmgv2Vd>

Responses should be submitted by midday on Friday 9th December 2022. The Council will provide updates on the process to all suppliers that respond to this survey.

The questionnaire should take around 10 to 15 minutes to complete.

II.3) Estimated date of publication of contract notice

16 January 2023

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

Suppliers interested in this opportunity are invited to assist the Council in shaping the final procurement by responding to a short questionnaire available at

<https://forms.office.com/r/gFxEmgv2Vd>

Responses should be submitted by midday on Friday 9th December 2022. The Council will provide updates on the process to all suppliers that respond to this survey.

The questionnaire should take around 10 to 15 minutes to complete.

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GO Reference: GO-20221123-PRO-21543627