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Planning

Market Engagement - High Street Totems

Borough of Telford & Wrekin

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

Notice identifier: 2025/S 000-050117

Procurement identifier (OCID): ocds-h6vhtk-058b25

Published 20 August 2025, 11:53am

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Scope

Reference

TWC001096

Description

Telford & Wrekin Council wishes to engage with the market regarding the supply, installation, operation and maintenance of digital advertising Totems in high street locations across the borough. The Council is exploring an advertising-funded model with no capital outlay, where the provider funds and maintains the units and shares advertising revenue with the Council.

The Council seeks to understand:

- Market capability and innovation in digital Totem technology

- Commercial models for income generation and revenue sharing
- Experience and case studies of similar schemes in other areas
- Potential for Council use of a proportion of advertising slots (e.g. 10 slots per year)

This exercise is non-binding and will inform the Council's future procurement strategy.

Contract dates (estimated)

- 1 June 2026 to 31 May 2031
- 5 years

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UKG21 - Telford and Wrekin

Engagement

Engagement deadline

11 September 2025

Engagement process description

This is a pre-market engagement to enable Telford & Wrekin Council to interact with potential providers and suppliers before formally starting a procurement process. It's aim is to help the Council understand the market better to refine its requirements based on supplier feedback, to encourage competition and identify challenges ahead. As this is a fact-finding exercise only there is no advantage or disadvantage to suppliers who may or may not take part.

If your organisation would like to participate please complete and return the questionnaire which can be found on the Council's e-procurement portal at <https://intendorganiser.co.uk/telford.aspx/Home.aspx>

Participants should register as a supplier on the portal (if not already) and completed questionnaires should be returned by 12:00 noon on Friday 11 September 2025.

Tenders are expected to be published later in the year to allow mobilisation of contract as soon as possible after that. Contract start and end dates given in this Notice are estimated and may change.

If you express an interest in participating in this Pre Market Engagement exercise it will still be your organisation's responsibility to respond to a Contract Notice advertising the start of any procurement exercise.

Submission

Publication date of tender notice (estimated)

1 December 2025

Contracting authority

Borough of Telford & Wrekin

- Public Procurement Organisation Number: PHHD-5776-GZNN

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Region: UKG21 - Telford and Wrekin

Organisation type: Public authority - sub-central government