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Planning

## Advertising on Council Assets

Cheshire East Council

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

Notice identifier: 2025/S 000-050753

Procurement identifier (OCID): ocds-h6vhtk-058c95

Published 22 August 2025, 10:22am

### Scope

### Reference

C4340

### Description

Soft Market Testing Exercise for Procurement of a Highway Advertising Operator. The Councils requirement is to maximise its natural assets that are adjacent to the highway within the control of the council. The aim of this soft market testing is to explore potential opportunities for a turn-key proposal for highway advertising, understand the market capacity, asset strategy and commercial models including profit sharing mechanism.

### Total value (estimated)

- £0 excluding VAT
- £0 including VAT

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

- 1 January 2026 to 31 December 2026
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services

### **Contract locations**

- UKD62 - Cheshire East

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## **Engagement**

### **Engagement deadline**

12 September 2025

### **Engagement process description**

Soft market testing in the form of written feedback on our questions and ideas. Receive suggestions on routes to market and any innovation you can offer Consideration of best commercial model(s) to deliver together.

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

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

3 November 2025

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## **Procedure**

### **Special regime**

Concession

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## **Contracting authority**

**Cheshire East Council**

- Public Procurement Organisation Number: PTWR-7124-XZXQ

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Crewe

CW12JZ

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Website: <https://www.cheshireeast.gov.uk/home.aspx>

Region: UKD62 - Cheshire East

Organisation type: Public authority - sub-central government