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Planning

Pre-Market Engagement LED Screen Mersey Gateway Bridge

Halton Borough Council

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

Notice identifier: 2025/S 000-064613

Procurement identifier (OCID): ocds-h6vhtk-05adf5

Published 13 October 2025, 10:30am

Scope

Reference

DN793857

Description

Halton Borough Council is seeking proposals from qualified advertising companies to manage the installation, operation, and commercialisation of an LED advertising screen mounted on Mersey Gateway Bridge.

The objective is to create a high-visibility digital advertising platform that serves both local and national advertisers.

Contract dates (estimated)

- 14 October 2025 to 31 October 2025
- 18 days

Main procurement category

Goods

CPV classifications

- 32000000 - Radio, television, communication, telecommunication and related equipment
- 48500000 - Communication and multimedia software package

Contract locations

- UKD71 - East Merseyside

Engagement

Engagement deadline

31 October 2025

Engagement process description

ALL details and communication MUST take place via The Chest e-procurement facility (www.the-chest.org.uk) the project ID is DN793857

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Contracting authority

Halton Borough Council

- Public Procurement Organisation Number: PLTJ-1788-CBLR

Municipal Building

Widnes

WA8 7QF

United Kingdom

Email: procurement@halton.gov.uk

Region: UKD71 - East Merseyside

Organisation type: Public authority - sub-central government