

1. Background

The Council requires a suitably qualified and experienced Supplier for the supply, fit and maintenance of six (6) digital screen displays, with enclosure units, at key points on arterial routes in and around Wolverhampton.

The locations of the digital signs will be on the following top-6 traffic flow routes into the city (Post Code and Grid Reference):

- 1 North: Stafford Road, A449 (WV10 6TA) + (x: 391624 y: 304365)
- 2 East: Lichfield Road, A4124 (WV12 5UJ) + (x: 396573 y: 301262)
- 3 East: Willenhall Road, A454 WV13 3LH) + (x: 395467 y: 298317)
- 4 East: Black Country Route (WV14 7JY) + (x: 396623 y: 297112)
- 5 South: Birmingham New Road, A4213 (WV14 9PT) + (x: 393684 y: 294465)
- 6 South: Penn Road (WV4 5LZ) + (x: 388566 y: 295372)

2. Specification

Digital Screens

The Councils minimum requirements are:

- 2.1. Outdoor (LED / LCD) durable screens capable of operating in different UK weather conditions. Images will be “still” not animated or video.
- 2.2. Visible screen size approximately 1800mm x 1500mm.
- 2.3. Capable of withstanding minor acts of vandalism
- 2.4. Screens must have smart technology capability e.g. brightness sensing built into the screens for automatic adjustment to ambient weather/light conditions.
- 2.5. The Supplier will be responsible for updating the screen messages between the hours of 6 am and 6 pm. Advertising messages must be updated with 24 hours of being notified by the Council. Public safety messages must be updated within 1 hour of being notified by the Council. Nominated contacts for both the Council and the Supplier will be selected upon award of contract to manage this element of the service.
- 2.6. A good level of energy efficiency.
- 2.7. The screens must maintain their aesthetic look for a minimum of six (6) years from in service date.

3. Enclosure Unit

The Councils minimum requirements for the enclosure unit are:

- 3.1. Must be in a ‘totem pole-style’ enclosure frame design.
- 3.2. The enclosure unit must be fully secure and to seamlessly support the digital screen unit

3.3. Materials must be of a hard-wearing and durable, rust proof construction with a minimum life-span of six years and have no cosmetic deterioration within the six (6) year lifespan.

3.4. The size of the enclosure unit to be appropriate to the specific highway requirements but should as a minimum guide for costing and estimating purposes lift the digital screens 1.8 metres from the ground.

3.5. The enclosure unit needs to display the new City of Wolverhampton corporate identity. The whole design responsibility and commissioning of this work is the responsibility of the contractor.

4. Installation, Maintenance and Support

The Council will provide power only. This is 240v

The minimum requirements from the Supplier are:

Installation

4.1. Supply and delivery to site and installing enclosures and screens and ensuring fully operational. The Councils will only “sign off” when the Supplier has demonstrated to the Council all works are completed to the Councils satisfaction and fully operational.

4.2. All other works, including ground works, traffic management costs, concrete pads, foundation plinths etc. will be the responsibility of the Supplier, this will include full site surveys and design and any out of hours works as required. The list is not exhaustive and the Supplier must detail and list all associated costs within their bid.

Maintenance and Support.

4.3. The Supplier will, within their proposal include planned maintenance checks, including cleaning of each enclosure and screen and ongoing support options including 24/7 response service in the event of damage or technical failure for the life of the contract. The Supplier must have the capacity to respond within 24 hours of being notified by the Council to any fault reported.

5. Timescales / Resources / Delivery

5.1. The work should be complete within 12 weeks of the award of the contract. Suppliers will provide their detailed timetable covering each phase of the project to final commissioning of the signs.

5.2. The Supplier will be responsible for obtaining all necessary planning applications required for this project.

5.3. Throughout the duration of the contract the Supplier will ensure that a named project manager is provided and who has full responsibility for implementing the work to timescales and required levels of quality.

5.4. As part of the evaluation process, the Council may ask suppliers to demonstrate their proposal. This may or may not require a site visit to see the

proposal in-situ. The Council may or may not adjust the scores once this has been completed. Scores will be marked down but not up.

6. Options for a managed service to generate revenue through sponsorship / advertising

(Not evaluated. Information only)

Suppliers must:

- 6.1. Detail their proposals for how advertising / sponsorship income could be generated for the city council through a managed agent commissioned service
- 6.2. Detail income generated split on a minimum 60-40 basis (Council/Supplier) after all costs covered.
- 6.3. Detail annual business plan setting out advertising income targets and annual report on progress/achievement against targets to be completed by the Council and the Supplier.
- 6.4. Detail in the proposal how would ensure that advertising complies with regulations set out by the Advertising Standards Authority (ASA) and not impinge on current advertising in and around the City

7. Clarifications

- 7.1. All requests for clarification must be posted through the tendering portal only.
- 7.2. Deadline for Suppliers requests for clarification is 13 March 2017.