****

**Supply & Installation of Lamppost Banners**

**Reference: (DN610452)**

**SPECIFICATION**

Background

Blackpool is a major seaside tourist attraction in the North West. The primary purpose of the lamppost banners is to encourage visitors to the resort by raising the profile of the Blackpool offer for both tourists and locals.  Highlighting attractions, shows and events, they aim to encourage extended stays and repeat visits whilst also reminding locals of the wealth of the resort.

VisitBlackpool are looking for supply, installation and maintenance service of lamppost banners in Blackpool to achieve these aims.

Term

1st July 2022 – 30th June 2024 with 2 optional 12 month extensions.

Requirements

* Contractor to seek approval from E.ON to use lamppost columns providing full technical spec of banner system and banner.
* Contractor to contact Blackpool Highways to advise on installation dates and source any required permits to carry out work.
* It is the Contractor’s responsibility to manage the safe working practises for the full contract including removing and installing the banners on the columns therefore Contractor must provide full TM system to Highways.
* Supply and fit spring tensioned bracket system and weatherproof double-sided vinyl banner onto approved lamppost columns.
* Vinyl banners and bracket systems to be durable including an ability to withstand strong coastal wind / marine environment.
* Vinyl banners printing to be sufficiently UV stable so as to reduce fading and remain with bright and vibrant colours for 24 months (minimum).
* Any fixing systems should be compatible with the type of lamppost column.
* Vinyl banners are expected to be of a sufficient standard to last for the full campaign period. The print, production, insertion, replacement of any damaged, lost banners or otherwise defective banners & brackets during the campaign period will be at no extra cost.
* Removal included in price after campaign period.
* At least one site visit, audit & maintenance included during campaign period.
* Banners should be installed with minimal disruption to traffic and members of the public.
* The installation process should be appropriate to the location including suitable protection of surfaces and structures e.g. cobbled / paved streets.
* Lamppost structures should not be damaged or structurally compromised by the installation process.
* The minimum order quantity should be no higher than 5.

# Locations

There are 2 areas requiring separate quotes:

## Area 1 – Town Centre

Blackpool town centre to include but not exhaustive to Market St, Church St & Central Drive.

Banner size 600x2200mm (w x h)

Short term 1: (8-10 banners)

Either:

1. banners replaced every 6 months
2. banners maintained every 6 months

Short term 2: (7-14 banners)

1. banners replaced ~4 times per annum

|  |  |  |
| --- | --- | --- |
| Blackpool Bus Hub and the Old Bus Station • Live Blackpool | Bhs on Church Street - Department Stores in City Centre, Blackpool FY1 1EP | C:\Users\trish.rimmer\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\3CD7E5C8.tmp |
| **Market Street** * Highway
* Open to buses and taxis not general traffic
 | **Church Street** * Highway
* Open to buses and taxis not general traffic
 | **Central Drive*** Highway
* General traffic
 |

## Area 2 – Yeadon Way

Yeadon Way and Seasiders Way

Banner size 600x1600mm (w x h)

Long term: (80-100 banners)

1. banners replaced every 12-months (qty will vary)
2. banners maintained every 12-months (qty will vary)

|  |  |
| --- | --- |
| File:Yeadon Way, Marton (C) Peter Bond - Geograph - 2258062.jpg - Roader's  Digest: The SABRE Wiki | Blackpool Tower from Seasiders Way,... © Terry Robinson :: Geograph Britain  and Ireland |
| **Yeadon Way*** Highway (40mph)
* Main route for tourists and residents into Blackpool
* No pavement
 | **Seasiders Way*** Highway
* Continuation of Yeadon Way route into town centre
 |

# Blackpool Council Highways Permit Scheme

Blackpool Council has a highways permit scheme in place to help minimise the disruption that works cause on the road network. This scheme applies to those streets that fall within the administrative boundary and experience large traffic volumes, and streets that are defined as ‘traffic sensitive’.

In conjunction with the standard notice periods identified below, the Contractor shall comply with the Blackpool Council Permit Scheme’s requirements. Further details can be found here:

<https://www.blackpool.gov.uk/Business/Licensing-and-permits/Highways-licences-and-permits/Permit-scheme-for-highways-works.aspx>

The Contractor shall adhere to the dates and conditions given in any highway permit or licence. Failure to comply may result in penalties being incurred by the Contractor, which cannot be re-charged to VisitBlackpool.

# Service Level Expectations

Banners to be installed within 10 working days of signed off artwork.

Damaged banners to replaced within 5 working days of notification.

# Documentation

Full technical bracket and banner spec

TM system

RAMs

Insurance certificates:

* + Employer’s (Compulsory) Liability Insurance = £10 million
	+ Public Liability Insurance = £10 million
	+ Product Liability Insurance = £2 million

# VisitBlackpool Responsibilities

Manage content on banners.

Provide and sign off artwork for banners.

Provide an Account Manager and liaise with customers.

VisitBlackpool will endeavour to “batch” orders up efficiently to achieve the minimum order quantity of 5.