

Request for Proposal (RFP)

Digital Signage System for Malmesbury Town Hall

1. Overview

Malmesbury Town Council is seeking proposals from qualified suppliers to design, supply, install, and support a digital signage system in Malmesbury Town Hall—a Grade II listed building. The system will enhance internal communications and visitor information using digital screens to display dynamic and scheduled content.

2. Project Objectives

- Install a reliable and flexible digital signage system within Malmesbury Town Hall.
- Display static images, animated content, short MP4 videos, and live RSS feeds for local news and weather.
- Enable remote content management and scheduling through a cloud-based system.
- Provide simple, intuitive scheduling options that allow default playlists with override capabilities for time- and event-specific content.
- Offer scalability for future expansion to additional screens.
- Ensure compliance with heritage building considerations.

3. Scope of Work

3.1 Hardware Requirements

- Supply and installation of two portrait-oriented display screens (with options for a third and fourth screen as incremental upgrades).
- Screen size options: 36-inch to 48-inch, with pricing for each size tier.
- Each screen must be capable of displaying unique or synchronised content on a per-asset basis.

3.2 Connectivity

- Wi-Fi-based operation (no ethernet cabling).
- Proposals should include:
 - Option A: Integration with the existing Unifi Wi-Fi system on a dedicated VLAN.
 - Option B: Setup of a dedicated Wi-Fi network solely for digital signage.

3.3 Software Requirements

- Cloud-based content management and scheduling platform with:

- Multi-screen management
- Playlist creation
- Override scheduling by date, day of the week, or time of day
- RSS feed integration (e.g., for local news and weather)

3.4 Services Required

- On-site site survey and consultation
- System design and proposal
- Installation of screens and any supporting equipment
- Configuration of software and connectivity
- Training for designated town council staff
- Ongoing support and maintenance (hardware and software) for a period of two (2) years

4. Proposal Requirements

Suppliers must include the following in their proposal:

- Company overview and relevant experience, particularly in heritage buildings
- Technical solution description (hardware, software, networking)
- Proposed equipment specifications and datasheets
- Installation methodology and timeline
- Content management system overview (with screenshots or demo access)
- Training plan
- Maintenance and support package details
- Warranty information
- Cost breakdown:
 - Base cost for 2 screens (with size options)
 - Incremental costs for 3rd and 4th screens
 - Optional costs for Wi-Fi network alternatives
- References from recent comparable projects

5. Evaluation Criteria

Proposals will be evaluated based on:

- Compliance with the specification and scope
- Suitability for installation in a listed building
- Flexibility and usability of content management system
- Cost-effectiveness and scalability
- Experience and references
- Quality of support and warranty provisions

6. Submission Instructions

This Project is being managed and part funded by Hope Church Malmesbury

Deadline for submission: 30 May 2025

Submission method: Email to mark@thehope.church

Questions or clarifications: mark@thehope.church

7. Additional Notes

Suppliers must ensure that any physical installation is sympathetic to the listed status of the building. Proposals that minimise disruption to the historic fabric and avoid permanent alterations will be preferred.