



DIGITAL NOTICEBOARDS



The project has agreed funding of £15k to supply several outdoor digital displays with touch-screen functionality. The displays will provide real-time information to users and ensure they get the most out of their visit to Ware Town Centre. By improving access to information, the noticeboards improve visitor and community engagement. They also provide a platform for WTC to publicise council information, promote local events and attractions, shops and businesses. The digital screens provide a clear communication link that is accessible to all and can inform and support the community.

The proposal is to install two to three interactive notice boards. Some points to note:

Wall Mounted & Free-Standing option

The digital noticeboards are available as a free-standing unit or wall mounted.

Our recommendation is to purchase the wall-mounted version for these reasons:

- They are more cost-effective. The same size unit freestanding is approx. £1.5k more.
- Requires less planning permission.
- Does not require pavement space or a lot of clearance around the unit.
- A power supply is also more readily available for the wall-mounted version rather than acquiring underground power feed for the free-standing units.

Unit Display Size

'Off-the-shelf' noticeboards are available in the following sizes: 43", 49", 55" and 65", priced according to their size. The price difference between the 49" model and the 55" model is £1.5k per unit. The 49" version is a good balance between a decent screen size and affordability.

Suggested Locations

Suggested locations (subject to survey & building permission/conservation area). These locations have been selected on factors including footfall, clearance (to allow for a small group of people to gather in front of the screen) and access points into the town. Assuming we proceed with 2 or 3 x units to start with (locations 1, 2 & 3) we could seek planning permission for all locations with the view to acquiring further units in the future and seeking funding.



1. Side of Ware Coffee Lab



2. Amwell End 'Welcome Hut'



3. Tesco Car Park



4. Priory Entrance or Museum



5. Ware Train Station

Display Unit Content

Suggested content to display on the screens is below. However, the CMS is so flexible that at any stage we can change the layout, features and content. Feedback from users will allow us to adapt and add/remove the content that is (or isn't!) proving useful.

- What's' On
- Shopping & Business Guide/Offers
- Ware Attractions/What to Do
- Maps & Transport
- Ware Town Council information & services

Specification Required

1. Screen size 49"
2. Weather/ Vandal proof
3. Remote access to update content
4. Visible in bright sunlight, minimum 2500 candelas
5. Touch screen / interactive
6. Easy to update via Content Management System
7. Each unit can display different content
8. Low maintenance
9. Potential advertising site
10. Life expectancy minimum 10 years +
11. Tech support required

Quotes

49-inch Wall-mounted	Supplier A (redacted)	Supplier B (redacted)	Supplier C (redacted)
Screen	£3965 per unit	£4755 per unit	£3757 per unit
Installation	£655 per unit	£1500 per unit	£600 per unit
Flat Bracket	FREE	FREE	£95 per unit
Software set-up & training/upgrade	£140 overall / FREE training	FREE	£1250 overall
Configuration	£0	£0	£50 per unit
Delivery	£30 per unit	FREE	£150 overall
Modem & Network upgrade	£225 per unit	£480 per unit	£120 per unit
Content Management licence	£100 annual per unit	£525 per unit	£120 annual per unit
Signage Maintenance	£0	£0	£240 annually overall
Wifi / Electric	£140 per unit annual	£140 per unit annual	£140 per unit annual
Total per unit	£5,255	£7,400	£6,522
Second unit	£5,115	£7,400	£4,882
TOTAL	£10,370	£14,800	£11,404

Recommendation

Budget £15,000

Recommendation: To purchase 2 x 49-inch screens (Outdoor PCAP Wall-Mounted Touch Screen Displays) from supplier A. **The supplier has confirmed that should we purchase 3 x screens they could reduce the screen unit cost of £3965 to £3750. This would bring the total for 3 units to £14840.**

The recommended supplier (A) is a market leading Digital Advertising Display manufacturer & supplier with many blue-chip clients. They have been established since 2007 with offices in the UK, Europe, China, the US, and Africa. Working with such a provider ensures ongoing support and comeback for any problems we experience.

The CMS is flexible and easy to use with training and ongoing support supplied. The units and the software are produced in-house by the company (the hardware is produced in their own factory in China), cutting out the middleman. The units can also be repurposed to be used with a different CMS should we wish to change. Other benefits:

- UK based tech support for lifetime of product
- Large/solvent company
- 3-year hardware warranty
- Free wall mount
- IP Rated Ultra High Brightness
- Higher 'sunlight' readability (2500cd/m²), 10 times brighter than a domestic TV

Overall Objective

Our aim as a town council is to inform and engage all members of our communities help our local economy by attracting visitors/shoppers and keep them coming back. These digital boards are an excellent information-sharing solution that is both easy to use and able to be strategically placed throughout Ware for maximum effect.