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Contract

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency

Valuation Office Agency

F03: Contract award notice

Notice identifier: 2024/S 000-000921

Procurement identifier (OCID): ocds-h6vhtk-0422e4

Published 11 January 2024, 11:28am

Section I: Contracting authority

I.1) Name and addresses

Valuation Office Agency

10 South Colonnade

LONDON

E144PU

Email

tenders@voa.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/valuation-office-agency>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Contract to Supply Footfall Data for Town Centres in England and Wales for the Valuation Office Agency

Reference number

VOA-2023-064

II.1.2) Main CPV code

- 72314000 - Data collection and collation services

II.1.3) Type of contract

Services

II.1.4) Short description

The Valuation Office Agency (VOA) is competing via the Open Procedure with the intention to appoint a single provider for the provision of footfall data to assist in the preparation of Rateable Values for the 2026 Rating Lists.

See Section II 2.4 (Description of the procurement) for further information.

Please note that it's the intention of the VOA to award a single contract, although it also retains the right to make no award.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- UKL - Wales

II.2.4) Description of the procurement

The Valuation Office Agency (VOA) is an executive agency of His Majesty's Revenue and Customs (HMRC).

As the public sector's property valuation experts, we provide valuations and property advice to the government and local authorities in England, Scotland and Wales to support taxation and targeted financial support for families and individuals.

The VOA also provides property valuation and surveying services to public sector bodies.

Its work includes:

- compiling and maintaining lists of council tax bands for approximately 26 million domestic properties.

- compiling and maintaining lists detailing the rateable value of over 2 million commercial properties for business rates.
- determining Local Housing Allowance rates across England.
- advising local authorities of the maximum subsidy level payable for Housing Benefit claims under the local reference rent system.
- maintaining a register of fair rents for regulated tenancies in England.
- providing statutory valuations to support taxes administered by HMRC and the administration of benefits by the Department for Work and Pensions; and
- providing a range of independent property advice and valuations across the public sector.

Please see www.voa.gov.uk for further details.

The Agency provides services for different types of customers including:

- Occupiers and owners across non-domestic and domestic properties, who may not appoint a representative or trusted helper to interact on their behalf.
- Billing Authorities - when they engage with a VOA service or act an intermediary on behalf of customers.
- Other public bodies - who require valuations or property advice from the VOA to carry out their functions.

The footfall and retail vacancy rates in a particular town centre are traditionally regarded as a measure of the economic health of the location and a contributory factor in the levels of rents paid for retail units in the location. Any changes in footfall or vacancy rates can have a knock on effect to rental values.

It is generally acknowledged that footfall is a strong indicator of a location's trading performance, and this has been corroborated by the private sector identifying that town centres, with higher footfall volumes, generate a greater level of spend.

This often translates into the levels of rents that are paid for retail outlets, and aids in comparison between streets in a town/city centre, within streets and between town centres.

As the Rateable Values determined by the VOA have a direct relationship with the rental value of premises, as at a defined date, it follows that footfall can have a direct

comparative relationship between Rateable Values.

The VOA needs to acquire suitable footfall data to assist in the preparation of Rateable Values for the 2026 Rating Lists.

The dataset that the VOA requires is as follows:

- The data should separately cover and identify 100+ town / city centres in England and Wales. For city centres and larger town centres it should be broken down to separately provide data for identified main shopping streets. It would be an advantage if "landmark" shopping streets, such as Oxford Street in London were further broken down into defined geographical sectors.
- Initially the data should cover the period from 1st April 2024 to 1st April 2027 and be supplied on an ongoing quarterly basis from the beginning of the contract.
- For each centre/street it must provide:
 - Weekly average footfall by month;
 - Data to be provided as volumes and year-on-year percentage change;
 - Data to be provided in Excel spreadsheet format;
 - There needs to be no restriction against the VOA downloading the data provided, storing it on our own systems and quoting the data at a later date.
- Each quarterly Footfall report must:
 - Detail approach and methodology adopted;

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-000809](#)

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.3) Additional information

No contract award has been made to this notice.

As a result of the advert being inadvertently issued, this is now being withdrawn and will be superseded by a new Opportunity Notice, to be issued shortly by VOA.

VI.4) Procedures for review

VI.4.1) Review body

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London

E14 4PU

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www.tenders@voa.gov.uk

Country

United Kingdom