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Contract

GSV2732 - Provision of Multimedia Guide

The Corporate Officer of the House of Commons and The Corporate Officer of the House of Lords (acting jointly)

F03: Contract award notice

Notice identifier: 2025/S 000-002010

Procurement identifier (OCID): ocds-h6vhtk-04a66e

Published 21 January 2025, 12:42pm

Section I: Contracting authority

I.1) Name and addresses

The Corporate Officer of the House of Commons and The Corporate Officer of the House of Lords (acting jointly)

Parliament Square

LONDON

SW1A 0AA

Contact

Parliamentary Commercial Directorate

Email

pcd@parliament.uk

Country

United Kingdom

Region code

UKI32 - Westminster

National registration number

210715608

Internet address(es)

Main address

<https://www.parliament.uk/>

Buyer's address

<https://atamis-ukparliament.my.site.com/s/Welcome>

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

GSV2732 - Provision of Multimedia Guide

Reference number

GSV2732

II.1.2) Main CPV code

- 72212520 - Multimedia software development services

II.1.3) Type of contract

Services

II.1.4) Short description

This tender is for the provision of Multimedia guides and services related to the maintenance, support, and development of multimedia content for accessible tour experiences. The service is to be provided for both adult and family audiences and must include multimedia scriptwriting, content creation, recording, user interface design, translations, and various multimedia elements, these could include but are not limited to augmented reality (AR), soundscapes, and interactive features. The content will be accessible on mobile phones, and Multimedia guide (MMG) devices.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £450,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI32 - Westminster

II.2.4) Description of the procurement

This tender is for the provision of Multimedia guides and services related to the maintenance, support, and development of multimedia content for accessible tour experiences. The service is to be provided for both adult and family audiences and must include multimedia scriptwriting, content creation, recording, user interface design, translations, and various multimedia elements, these could include but are not limited to augmented reality (AR), soundscapes, and interactive features. The content will be accessible on mobile phones, and Multimedia guide (MMG) devices.

The supplier will develop an immersive adult tour and a family-focused tour, with special emphasis on audio-first experiences, interactive multimedia elements, and responsive design to the changing environment of a working institution. Content should be of professional quality, with high quality sound and imagery.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: 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 000-032101](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 January 2025

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Smartify Holdings Ltd

12 Frobisher Road, London

London

N8 OQS

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £450,000

Total value of the contract/lot: £450,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>

VI.4.2) Body responsible for mediation procedures

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>

VI.4.4) Service from which information about the review procedure may be obtained

The High Court of England and Wales

The Strand

London

WC2A 2LL

Country

United Kingdom

Internet address

<http://judiciary.uk/highcourt>