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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](mailto: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

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## **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

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## **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](#)

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## **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 0QS

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

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## **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>