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Planning

Provision of a Visitor Photography Service for Belfast Zoo

Belfast City Council

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-006993

Procurement identifier (OCID): ocids-h6vhtk-03b130

Published 10 March 2023, 9:07am

Section I: Contracting authority

I.1) Name and addresses

Belfast City Council

9 - 21 Adelaide Street

Belfast

BT2 8DJ

Email

crothersr@belfastcity.gov.uk

Country

United Kingdom

Region code

UKN06 - Belfast

Internet address(es)

Main address

www.belfastcity.gov.uk

Buyer's address

www.e-sourcingni.bravosolution.co.uk

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of a Visitor Photography Service for Belfast Zoo

Reference number

T2381

II.1.2) Main CPV code

- 79960000 - Photographic and ancillary services

II.1.3) Type of contract

Services

II.1.4) Short description

This Prior Information Notice is to inform the marketplace of Belfast City Council's intention to carry out research to help shape and inform the development of a visitor

photography service at Belfast Zoo.

The Council owns and is responsible for Belfast Zoo, which houses over 500 animals and more than 110 species across a 55-acre site that overlooks the city. It is an award winning and popular destination for local residents and visitors, attracting 200k + visitors per annum.

As one of the oldest visitor attractions in Northern Ireland, the Council is continuing to seek new and innovative ways of creating fond memories for those that visit the zoo. For example, in addition to the audio tour and the Zoovenir shop, the Junior Keeper experience has been recently relaunched and there are further animal experiences planned for mid-2023.

Other zoos and similar venues have introduced photography services and courses to enhance the overall visitor experience.

The Council is now seeking to hear from organisations that might be interested in providing high-quality and modern photography services and courses at the zoo. This may include the provision of tailored workshops, interactive and fun photography experiences, static and/or ride camera systems with online and/or offline capabilities, software solutions (such as apps) etc.

It is anticipated that these services and courses would:

- Increase visitor engagement.
- Enhance the overall visitor experience.
- Complement the existing visitor services at the zoo.
- Increase revenue at the zoo.
- Increase competitive advantage.
- Increase brand awareness and social media profile.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79961300 - Specialised photography services

II.2.3) Place of performance

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast Zoo, Northern Ireland

II.2.4) Description of the procurement

Belfast City Council invites suppliers to register their interest in receiving a Pre-market Engagement Questionnaire regarding a visitor photography service for the Zoo. The feedback from this questionnaire will help shape and inform the development of the photography service for Belfast Zoo. It will also help inform the procurement strategy and specification for the upcoming tender, which is due to be released later this year.

If you are interested in receiving and completing a questionnaire, please email Rachel Crothers at crothersr@belfastcity.gov.uk by Friday 31st March 2023. When registering your interest, please provide your company's name and an email address.

II.3) Estimated date of publication of contract notice

1 June 2023

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: Yes